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# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

Vol. CXII, No. 10 NEW YORK, SEPTEMBER 2, 1920

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## *Close to the Heart of New England Industry*

THE steady hum of countless factories tells the world New England is busy, contented. Ships from the East and South, trains from the West, bring mountains of raw materials for conversion. Back they go, heavily laden with New England-made merchandise destined to every corner of civilization.

THE NATIONAL SHAWMUT BANK of Boston—84 years old and prominent in international banking—is inseparable from this great commerce. As the bank closest to the heart of New England manufacturing, Shawmut is telling its story to magazine readers in facts and figures. We are assisting.

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N. W. AYER & SON  
ADVERTISING HEADQUARTERS  
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



## *The Federal Kitchen*

WHEREIN are discovered and developed new ideas for the advertising of foods.

This is but one of the many features of Federal Service which prompt not only food advertisers but advertisers of many other products to call Federal "The Creators of Interrupting Ideas."



*Creators  
of Interrupting  
Ideas*

*"Put it up to Men Who  
Know Your Market"*

**FEDERAL ADVERTISING AGENCY, Inc.**  
6 East 39th St., New York, N. Y.

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXII

NEW YORK, SEPTEMBER 2, 1920

No. 10

## Toughening Flabby Salesmen to Sell in Buyer's Market

Lack of Mental Alertness, Due to Easy Selling of Past Few Years, Must Be Remedied If Business Is to Keep on High Levels

By George A. Nichols

"ISN'T it about time that somebody told the truth about the selling—or, rather, the salesman—situation?"

This question was asked PRINTERS' INK with the utmost earnestness by an official of a large jobbing concern. It came in the course of a conversation in which the jobber asserted that few manufacturers and jobbers—not even his own house—realized the true inwardness of existing conditions.

"In other words," he said, "they have not yet fully waked up. They know in a general way that the tables have turned and that the market now is a buyer's market. But they are still applying too much of the old seller's market methods. They haven't got around to realize that they actually have to get out and buy business.

"Salesmen come in with more excuses for the sales manager than those given to the gentleman of Biblical fame who wanted guests for his wedding feast. Heretofore they brought in business because unlimited business was to be had for the mere going after. Now they bring excuses instead.

"Sales managers accept these excuses at their face value simply because they themselves have not yet got over the effects of the era of easy selling that was brought about by war-time prosperity and other things.

"Why these alibis? Have the salesmen forgotten how to sell? Or is something else the matter?

"My personal opinion is that the seller's market stretched out over so long a period that selling organizations got soft. Things came so easy that perfectly good salesmen degenerated into order takers. Inasmuch as selling became a mere matter of writing down a man's order salesmen were given more territory to cover and more retailers to call upon. This latter condition has grown to an extent that would make it impossible for the salesman to apply intensive selling methods even if he were in the proper state of mind to do so.

"This sort of thing can't go on. Everybody in business knows that in a buyer's market real selling has to be done. Yet it is an unquestioned fact that the old-time seller's market methods are being used now. Sales executives simply have not waked up.

"Much of the selling inactivity is blamed upon 'conditions.' This is a sadly overworked word. Our sales manager here tells me that the trouble is caused by the timidity of the merchants which is brought about by a widespread conviction that prices are going to crack. Then they say that the bankers have curtailed credit. These things are true to a certain extent. But far from being real reasons why the dealers' disinclination to buy should be accepted as something beyond remedy, they should only cause renewed effort.

"I declare to you here and now that the slack business which you see in many lines to-day is not primarily due to lack of confidence or tightening up of credit. It is due to the fact that the salesmen are not selling goods. They are taking orders, but they are not selling. This is the truth. Look into it and I believe you will agree with me."

To get some first-hand information on the points brought up by the jobber I called on a prosperous grocer in a suburban town near Chicago. The proposition was news to him. Come to think of it, though, he had noticed that salesmen were not so aggressive as formerly. While I was there a salesman came in representing a match manufacturer.

"I have all the matches I need," the retailer told him.

"All right," replied the salesman. "I'll see you again. Good-by."

The whole transaction took up about three minutes. The salesman went out presumably to make a couple of other calls and then hurry on to the next town.

The jobber's meaning was becoming clear.

"How much time does the average salesman spend in your store?" I asked the retailer.

"Perhaps fifteen or twenty minutes," he said. "Some stay longer. When a salesman has demonstrations to make he may remain as long as two hours. But most of them hurry in and hurry out. I know what I want or whether I want anything, and it does not take me long to tell the salesman the details."

That grocer is being called upon by order takers, it would seem.

Isn't this one of the root reasons why manufacturers distributing through jobbers sometimes have cause for complaint to the effect that the jobber's salesmen do not devote enough attention to their lines?

Unless a salesman is a specialty man, how can he possibly give special attention to certain lines when he "hurries in and hurries out" after the manner spoken of by the grocer?

Do the jobbers, and the manu-

facturers too, for that matter, realize or know how much time their salesmen spend with customers?

These are leading questions which have a vital bearing on nearly any kind of selling proposition. When one delves into them he is driven to the conclusion that something is wrong not only with the salesman but with selling systems. Even printed advertising is at fault. It lacks definiteness, directness and selling power. Make inquiries in almost any branch of industry and you will see that these critical comments are based on facts.

#### SALESMEN HAVE LOST MENTAL MUSCLE

While in a Chicago advertising agency to consult a prominent selling authority on the subject under discussion I ran upon the advertising manager of a big mail-order lumber concern. He is called upon by many salesmen.

"It seems to me," he said, "that about twice as many men come in to see me as was the case four or five years ago. Yet I am actually buying less."

"Do these fellows really make an effort to sell you?" I asked. "Do they go after you in a constructive way, persuade you that you want something and then actually take the order away from you?"

"One or two do," he admitted. "But most of them leave the thing entirely up to me. They ask me if I want a thing, and if I say I don't, then that ends the matter. The answer is, I suppose, that they have become used to getting business so easily that they have forgotten how to fight for it."

The agency man whom I had called to see then broke in on the conversation.

"You see this same fault in the advertising agencies themselves," he declared. "There is an agency in this town that prides itself on its selling efficiency. It really has some selling ability too. But the power of its selling force is latent. For the last two years not one of those bang-up salesmen has landed an account of more



## Telling our readers how to spend \$1,216,000

Our Motor Service Bureau gives our readers authoritative advice about what sort of tractor, truck or power equipment is best suited for their individual needs.

Specific recommendations regarding the purchase of \$1,216,000 worth of such equipment have already been called for by inquiries from our readers.

The manufacturers of tractors, trucks, and power equipment who have advertised to our readers, have had similar proof, in their own sales, of this eager interest and adequate buying power for machines which increase the efficiency, and reduce the expense, of production or distribution in the small towns and on the farm.

The Christian Herald reaches the leading families in thousands of small-town communities—intelligent, successful, up-to-date men and women who are in the habit of having the best that the market affords for themselves and their children.



## THE CHRISTIAN HERALD

GRAHAM PATTERSON, Publisher

New York

than a hundred thousand dollars. And as for the younger and less skilled men in the organization, they are doing practically nothing. The agency is first class. The men are able. Yet in a manner of speaking they are marking time. I use this agency as an example. The same conditions with variations are to be seen in almost any agency.

"If ever there was a time in all the history of advertising where forceful, brain-directed, sledge-hammer salesmanship was needed it is right now. Business is hesitating. Manufacturers are on the fence. They don't know whether to push ahead with the most energetic kind of advertising effort, stay where they are or go back. And the advertising men have been so spoiled during the last few years that some way or other they do not sail in and get this business they may as well have. Advertising, like every other salable commodity, has been so much in demand that it sold itself practically without effort. Now, when some real honest-to-goodness selling pep is needed, it is conspicuously absent. Talk about wonderful opportunities for advertising! There never was so great a one as is offered right now. But the business won't come easy. More than mere order-taking methods are necessary to land it."

#### ADVERTISING SALESMEN MUST SELL NOW

The condition spoken of by this agency man was foreseen by a number of observant authorities in the advertising and selling field as much as a year ago. Henry Schott, vice-president of Montgomery Ward & Company, is one of these.

"Do you know," Mr. Schott said to me early last fall, "that I am afraid the advertising men of the country are getting into a condition of dangerous softness? This may not apply so much to the old and seasoned veterans, but it certainly is the case with the younger men in the profession. Due to no fault of theirs, they have not received the hard knocks

that are necessary to round an advertising man into shape. Business has come so easily that all they had to do was go out and get it. I am wondering if a few months from now, when business will be hard to get, if these fellows will be able to deliver the goods. The same thing applies, of course, to the whole proposition of selling. It's really a mean situation in a way, and I will not be surprised to see business marking time while salesmen and advertising men are getting back into their old strides."

In the light of what is going on to-day Mr. Schott can qualify, if not as a prophet, as one who can interpret correctly the signs of the times as applied to selling.

The jobber quoted at the beginning of this article wanted somebody to tell the truth about salesmen.

The truth seems to be, according to all that can be found out by the writer of these lines, that the salesmen are soft.

But they are not alone in their softness and in their seeming endeavors to apply seller's market selling methods to buyer's market conditions. The fault in all justice should be placed higher up. Sales executives in general have the same trouble. So have advertising men. Manufacturers and jobbers are likewise to be accused.

#### What is the remedy?

It is as plain as day in the first place that present selling methods have to be reinforced. In this buyer's market three things must be established in the dealer's mind with the utmost definiteness if an article is going to sell readily.

He must be convinced that it has the right price.

He must be sold on its quality.

Back of these two there must be a consumer demand.

Advertising is the obvious means by which all this can be brought about. There is no intention here to consider advertising as a generic term or thing that can cover a multitude of sins. Neither is there any idea of glibly suggesting advertising as a cure-all. The kind of adver-



## *When father was a boy—*

most of his games developed on the spur of the moment. He and his friends drifted in their play as chance and inclination might direct.

Organization has done wonders for boys. Without losing a bit of the American boy's fine individuality, as his school and play life has become systematized, the average boy can make much more use of his time. He can cram a lot more work and fun into a day.

It is this average boy, between 15½ and 16 years old, that makes up the vast and powerful following of **THE AMERICAN BOY**. This is the favorite magazine of the American boy. Its popularity and influence among boys have kept pace with every advance in boy

affairs. It has largely assisted in the grouping of boys as a class, and in the development of boy organization in every corner of our land to which it goes every month in every year.

More than 155,000 Boy Scouts subscribe to **THE AMERICAN BOY** or buy it regularly on the news-stands.

As it is the principal organ in the formation and development of boyhood opinion, so the advertising columns of **THE AMERICAN BOY** are a powerful sales aid for the manufacturer to enlist the boys' interest in his products. This influence is sought more and more for products, not only of

a strictly "boy" appeal, but for those which the whole family enjoys.

**THE AMERICAN BOY**  
 "The Biggest, Brightest, Best Magazine  
 for Boys in All the World"

**THE SPRAGUE PUBLISHING CO., DETROIT, MICH.**  
 (Member A. B. C.)

Branch Offices:—286 Fifth Ave., New York—1418 Lytton Building, Chicago

# New national business built from an obscure profession

*How wide-spread "local" competition  
in a special field was met and overcome*

FOR many firms with national sales, "local" competition is not a matter of first importance. The products or services that sell in restricted territories often hold only a small share of the total market.

But in one field the entire success of a business has depended on overcoming "local" competition of this sort.

Tree surgery has been nationally organized because it requires special, professional skill and training. But few other fields have been more open and inviting to untrained individuals in every locality.

John Davey was the first to practice scientific tree surgery and was its originator.

Fifty-four years ago he quit his job on an English farm to become an apprentice in horticulture.

Seven years later he had crossed the Atlantic and settled in the little town of Kent, Ohio. Here his practical work, his study and countless experiments led finally to the birth of a new science—tree surgery.

Gradually John Davey's exceptional skill became known beyond the limits of his own community. Land owners began sending for him from a distance to look after fine old trees.

The first step toward building a national business was taken in 1909 when he and his associates organized the Davey Tree Expert Company and started a school known as the Davey Institute of Tree Surgery.

In expanding its territory, the new company faced one chief obstacle—"local" competition. In almost every community, more or less unskilled individuals had set themselves up as tree experts. Many were without any training whatever.



*In all parts of the United States east of Kansas, and in Canada, the Davey Tree Surgeons are prolonging the life and beauty of fine trees*

The work of these "tree butchers" was actually a menace to the whole standing of legitimate tree surgery.

To remove this great obstacle and build business rapidly, it was determined to carry the message of the new profession to the public through advertising. The success of this policy was assured by the first modest campaign in 1910. Since that time, national campaigns have been released every year in general publications.

Today John Davey is recognized throughout the country as the "Father of Tree Surgery." A national business employing hundreds of men has been built from an obscure profession. Permanent representatives are today located in 26 different cities.

From almost the very beginning, ten years ago, it has been the privilege of the J. Walter Thompson Company to co-operate with the "Davey Tree Surgeons" in solving their special problems of selling and advertising.

## J. WALTER THOMPSON COMPANY

NEW YORK . CHICAGO . BOSTON . CINCINNATI . LONDON

tising that can do the work is the comprehensive, liberal, 100-percent, definite variety that can accomplish the dual purpose of selling both the salesman and the customer.

F. Edson White, vice-president of Armour & Company, says that advertising is only at its best when it is of a character that convinces the salesman. If this thought is borne carefully in mind it is easy to see how advertising to the consumer and then to the retailer can be a means of helping get the salesman back into his old form.

"You can't get the best results from a salesman by preaching to him," said the sales manager of a manufacturing corporation who was asked for his views as to what should be done in the present emergency. "The thing that can arouse him from his present state and make him go out and fight for business is to create in him an unbounded enthusiasm for the firm and its products. An advertising campaign that cannot do this is one sided and ineffective. It is difficult for me to give you in a few words the remedy for what I agree with you is the matter with sales to-day. This is a thing each firm necessarily must have to think out for itself on an individual basis.

"The way we are going to do it, or, rather, attempt it, is to try to make our advertising more definite, with the idea of making it thereby a greater selling power to convince the consumer, the retailer and, last but not least, the salesman. As we see it the time to strike the hardest with definite, clean-cut advertising is when business comes slowly as it does now."

In his suggestion that advertising should now become more definite, this sales manager hit the nail on the head.

It is becoming pretty generally agreed among the best thought in the advertising profession that the time has come for the elimination of the charlotte russe style of advertising copy and illustrations—for the throwing out of the pretty and the fluffy.

There is a reason for the fluffy style of advertising of which we have seen so much in the last two or three years. When an advertised article has been shooting right ahead under full steam for a long time and orders piling in to an extent that throws production away behind we see pretty pictures and high-sounding copy that abounds in generalities. Prosperity and huge demand some way or other seem to breed that kind of advertising.

But let the demand fall off or lag behind, as is the case now, and you see a sharp reversal of method. There are plain pictures of the merchandise and definite copy giving a straightforward message.

Plenty of instances can be named as showing the new trend toward definiteness. One came to my notice only a couple of weeks ago. A certain well-known concern suddenly woke up to the fact that orders were not coming in with the huge volume that has been the case ever since merchandising conditions were made abnormal by the war. Hunting around for the cause, the concern soon saw that the consumer advertising was not pulling. The apparent reason was that the advertising presentation was not definite enough. It was of the kind that an order taking salesman would present by word of mouth—the seller's market kind.

A sharp change from the general to the definite was made, and the condition is already showing a change for the better.

The experience of this firm shows that advertising is a cold-blooded thing that will bring results in proportion to the extent to which it is allowed to work out its natural course. It is only when the extraneous is introduced and when the work is done illogically and unnaturally that advertising falls down on the job.

Definite advertising unquestionably is the thing that can save the day.

This is why a great many people look forward to an exceedingly busy fall and winter for advertising agencies and advertising departments.



Complete  
Your  
Data File—

**Here is a List of Monthly  
 Magazines Which Reach  
 One and a Half Million Homes  
 of Railroad Men and Women**

OUT OF A POSSIBLE FIELD OF TWO  
 MILLION.

NEXT TO FARMERS IT'S THE LARGEST  
 GROUP OF PEOPLE IN THE COUNTRY.

YOU CAN REACH THEM AT GENERAL  
 MAGAZINE RATES PLUS THE ADVAN-  
 TAGE OF APPEALING TO A DEFINITE  
 CLASS OF KNOWN EARNING POWER.

*Ask For Our Complete Data Folder*

## Koch's List of Railroad Magazines

Home Office:  
 IRVING V. KOCH,  
 122 S. Michigan Ave.,  
 Chicago.



Eastern Office:  
 S. M. GOLDBERG,  
 56 W. 45th Street.  
 New York City.

# The Value of the Negative Appeal

When It Can, and Cannot, Be Used to Advantage

ALBERT FRANK & COMPANY  
CHICAGO, ILL., August 21, 1920.

*Editor of PRINTERS' INK:*

From time to time I believe I have seen articles in PRINTERS' INK on successful campaigns in which the appeal has been on the so-called negative order. I should like to have you list these articles in your magazine and I think an editorial comment would be welcome to many readers, especially agency men, who must listen to endless arguments from clients on the theory why the "negative appeal should never be used in advertising."

Personally, I believe that advertising, to influence a reader, must make close contact with the reader's mind—his way of looking at a condition if the advertised article or service is to remove it; the unpleasant experiences he has had with unsatisfactory articles, if the thing advertised means a happier day for him, etc. By this I do not mean that an advertisement has to have the setting of an undertaking establishment, or be preponderantly on the negative side in its emphasis. To try to get close contact with the reader's mind without doing this is, I believe, in many cases about as logical as to try to sell hair tonic to a bald-headed man without mentioning baldness, or to try to sell a washing-machine to a woman without mentioning that all the hard work of washboard days is done away with. Both of these instances, in mentioning the negative appeal, would lessen the effectiveness of the ads, according to the theory.

In fact, I think that a discussion of this negative appeal theory would liven up things for readers, much as did the recent combat in PRINTERS' INK over copy.

JOHN FELIX LEONARD.

IF there is such strong opposition to the use of the negative appeal as Mr. Leonard suggests it is rather difficult to understand in what insidious way the note creeps into such a large amount of copy. A hasty perusal of any publication carrying a fairly representative list of advertisers will bring to light not a few pieces of copy founded on the negative appeal.

As PRINTERS' INK has pointed out so often copy angles, or any other phase of advertising, for that matter, cannot be condemned in advance or en masse. The well-known exception to every rule is bound to come to the surface at some time or another. And so it is with the negative

copy angle. In some instances it has been used with results little short of disastrous. Then again successful businesses have been built up through its use.

The one test, of course, is—results. Experimentation alone will prove whether or not it is advisable to give the copy a negative twist. As usual, in the case of topics of this nature, PRINTERS' INK has discussed both sides editorially and in numerous articles. Some of them will be found in the following issues:

Negative Reactions. (Schoolmaster.)  
Page 168, July 15, 1920.

Negative Advertising. (Editorial)  
Page 172, July 17, 1919.

Advertising to Check Buying Fails  
Page 40, June 1, 1916.

Ford Jokes and the Negative Appeal.  
Page 37, October 28, 1915.

Negative Appeal Hurts Whole Industry.  
Page 26, August 13, 1914.

Fear That Makes You Act. Page 33,  
July 30, 1914.

The Negative Copy Appeal. (School-  
master.) Page 98, May 28, 1914.

Postum's Argument Wins in Coffee  
Campaign. Page 17, April 23, 1914.

[Ed. PRINTERS' INK.

## U. S. Tractor Account with Shuman Agency

The Shuman Advertising Company, Chicago, is handling the advertising of the U. S. Tractor & Machinery Company, Menasha, Wis. A campaign that has been planned will include farm journal and technical publications.

## Studebaker Appoints Fred Rigby

Fred Rigby, formerly with the Capper Farm Press, Kansas City office, has been appointed export advertising manager of The Studebaker Corporation of America, South Bend, Ind.

## T. P. Duffield with Buckley- Dement

Tracy P. Duffield, until recently advertising manager for Weil Brothers, Chicago, has joined the service department of Buckley, Dement & Company of that city.

J. F. Atkinson, recently with the Bush Advertising Service, is now with Frank Presbrey, Co., Inc., New York.

**CHICAGO***The Central Location for Printing and Publishing*

Printing  
and  
Advertising  
Advisers



Day and Night  
Service  
All the Year  
Around

*One of the Largest and Most Completely Equipped Printing Plants  
in the United States.*

Whether you have a **Large or Small Catalogue or Publication** to be printed, it is our opinion you have not done your duty by your firm or yourself until you have learned about the service Rogers & Hall Company give, and have secured prices.

You Secure from Us

**Proper Quality—Quick Delivery—Right Prices**

*We ship or express to any point or mail direct from Chicago*

Make a Printing Connection with a Specialist and a large and Reliable Printing House.

Business Methods and Financial Standing the Highest  
(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

## **ROGERS & HALL COMPANY**

Catalogue and Publication

### **PRINTERS**

Artists—Engravers—Electrotypers

**Polk and La Salle Streets**

**CHICAGO, ILLINOIS**

Telephone: Wabash 3381—Local and Long Distance

**CHICAGO***The Central Location for Printing and Publishing*

Sept. 2, 1920

Sept.

# Collier's

THE NATIONAL WEEKLY

FIVE CENTS  
By Color or Crayon

**SAVE  
\$36**  
**SEND NO  
MONEY**



Was \$100 Before  
the War—  
Now \$64

In these days when the cost of  
many things is higher than before  
the war, it is a distinct advantage  
to buy from a concern  
offering enough money saving  
merchandise such a great and reliable  
writing on as popular a typewriter  
as the Oliver. See our mailing  
offer on opposite page.

*A Finer Typewriter  
at a Fair Price*

Over 800,000 Sold

Oliver typewriters have been  
continuously advertised in  
Collier's since their adoption  
of direct mail selling. The

Keep it

Find an  
advertiser

Post, mail order

or the Oliver for

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We do not sell

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and Oliver

## Try the Oliver Free— No Obligation

Keep it for \$4 a Month or Return it at Our Expense

Send no money. Make no deposit. Send only the coupon, to the Office for legal record.

Use the Oliver for five days on. It will cure your sore. Put it up every two, or every three days. Satisfy yourself that if any suppuration is much about, it is this spot Oliver with all its medicines.

If for any reason you decide that you don't want to keep the Oliver, just send it back at our expense (cargo collect). We even refund the outgoing transportation charges. So you can't lose a cent on the last trial.

If you open that it is the finest  
private collection of arms and  
one to buy it, pay for it is easy  
with us.

Over a year to pay

We give you over a year to pay for the illness. As a result is all you need. This coverage only costs you a day. The premium is so easy that you won't notice it.

The Coupon Saves You \$36--→

And—another—you have the  
use of the Oliver while paying for

Don't think of renting or buying a second-hand machine when it is now so easy to own the superb new.

We guarantee that this  
§55 Typewriter  
is \$100.

Please do not get the idea that the Oliver we offer at \$14 is different in any way.

It is the same machine and  
by great concern such as the  
United States Steel Corporation,  
National Cash & Seal Co., Na-  
tional City Bank of New York,  
The Elevator Co., Morris &  
Company, and others of like char-  
acter.

The Glover would still be paid a sum or more if we had to sell by our former methods. The new price comes from our new economical method of distribution. And you benefit by the saving.

**Mail the Coupon  
TODAY!**

is a real free trial offer, with nothing to lose. So act now! Call the coupon to get the offer for free trial in your own name or office. Decide for yourself whether you want to keep it or not. Fill out and mail the coupon now.

you should wish further information before requesting a trial, mark the coupon for brain function, then mail the coupon now.

OLIVER

Send/Deliver this Coupon

The Coupon Saves You \$36--

**demand for the Oliver today exceeds all previous records.**

# Collier's

J. E. WILLIAMS, *Advertising Manager*



## Need Market Information?

• News Merchandising Bureau Supplies Comprehensive Data On Baltimore. •

Only recently an advertising agency, desiring first hand information on the canned food situation in Baltimore, turned to the NEWS with a questionnaire so comprehensive and exhaustive that at first glance it looked impossible.

A closer study, however, made the wealth of material called for appeal to us as something which would be of value to many firms in addition to the one asking for it. Therefore, our Merchandising Bureau has incorporated this volume of information in a general market report on Canned Food Products.

Some of the questions asked and answered, for example, are: Do manufacturers give bonus to jobbers' salesmen? Have jobbers and dealers a preference in buying from brokers and factory representatives? Is there any incentive a manufacturer can offer a jobber in your city to make him put extra effort on his line? What kind of advertising does the retailer appreciate most? What seasons do canned peaches, sweet potatoes, beans, peas and okra sell best in your territory? Does the color of sweet potatoes make a difference with the people in your section?

*This bulk of information and more besides is embodied in our report on Canned Food Products. Here also are listed the names of brokers and manufacturers' agents in Baltimore who handle food products, together with detailed data on such foods as table syrups, jams and jellies, pork and beans, tomato catsups, giving names of manufacturers and brands, best sellers, percentage of distribution and sales, activity ratings, etc., etc. If you're interested write us on your business stationery for a copy of this unusual and extensive report.*

# The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

Frank A. Webb  
Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

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# Should Branch Managers Have a Voice in Advertising Policies?

Sherwin-Williams Finds Their Criticism and Suggestions Helpful

By C. M. Lemperly

Advertising Manager, The Sherwin-Williams Company

I OFTEN hear someone say "Why do you bring in all your outside managers once or twice a year to 'sit in' on the advertising and sales discussions and help to form the policies? It must be impossible to satisfy them all."

Those critics believe in formulating the policy at headquarters and advising the organization that such and such a plan has been conceived, discussed and adopted, therefore they will start out next Monday morning and carry the message to the trade.

Obviously there is no more important man in your organization than the district manager when it comes to carrying out your policies of sales and advertising. No amount of money will turn the trick unless he and the division managers and warehouse managers, as well as each individual representative, are with you heart and soul. And they cannot be with you unless you are with them. This can only be accomplished actually by *being with them* in person.

Ask some branch managers about any detail of the advertising campaign of their firm and they will say "I don't know—that's up to Chicago"—or Pittsburgh or New York, or wherever the headquarters may be.

Ask some other branch managers and they will tell you all about it. They will pull out of their pockets the latest campaign information and will describe the plans and layouts they saw at the meeting back at headquarters when the plan was put through. From the standpoint of the trade and your firm—which is the better equipped branch manager?

Of course the meeting or conference plan has its drawbacks.

The chief one is that, in putting your problems up to the outside

managers, they feel they will be discounted if they don't say something. Often they are not well enough up on the subject to give a real sound suggestion, so they start in on the drawings or the copy. They suggest changing the word "the," or the style of type or the name-plate or the signature or the border. They don't like the curl on the girl's forehead or the way the man is standing in the picture.

But these minor criticisms are not wholly lost.

#### BRANCH MANAGERS CRITICIZE PROOFS

A good plan of handling them is to pass around the proofs of the campaign—one for each man. Have him put his name on the proofs and make his corrections, returning the proofs to you after the session. Then draw off copies of all suggestions and corrections and you will find several good ones among the lot. One or two may be worth the while.

A frequent discussion is about space. The same old questions of double spreads, pages, half pages, quarter pages, whether color is worth that much extra, come up annually. On these matters the opinions of the branch managers often vary, so that you arrive at no conclusion, and the only way is to work out the space units beforehand in relation to the other problems and make the definite recommendation to the meeting. Generally it will pass. All propositions must be put in definite form or great loss of time will result.

The choice of mediums brings a discussion and an argument. But here your branch manager can generally help, as he is pretty well posted, especially on the farm paper and local paper conditions. We value the opinions of our

branch managers very highly on these points, and no list is complete without their suggestions and criticisms, and we count on them afterward for co-operation. Why not let them have something to say *beforehand*?

The biggest advantage in this plan is the link it gives you to the salesman. For the branch manager represents so many salesmen, and when the campaign is still only in the preliminary or plan stage, it is important to get the germ of it across so as to pave the way for the real announcement later. This the branch manager can help you do effectively. Then when you get together with your salesmen, as we do each fall, after the managers' meeting, the headquarters and district executives are united and agreed, and this helps explain the campaign much better to the salesmen. At these fall district meetings they get the real ammunition to carry the message to the trade and to tie up with the campaign.

Some say that the branch manager meetings have a tendency to detract from the headquarters authority and discipline and that they invite free criticism. If that is the case, criticize the headquarters and not the plan, if it cannot stand the test.

And it's quite true that these meetings do keep you on your toes and in the pink of condition, for here you match your wares against theirs and here you put your goods on display. Everything must be open and above-board, standing on its merits.

By letting the branch managers in on some of the delicate and perplexing problems that come up during the year, you get a much greater bond of helpfulness and co-operation, and a friendship and loyalty that do not come from the other plan of aloofness and long-distance orders which so many concerns still seem to regard as the last word in management.

It always strikes me that the same difference applies here as between an autocracy and a democracy. The former gets action, makes definite, hard and fast rules, insists on obedience—even

military commands are issued. The latter may be slower, may be less definite, may be more lenient and free-spiced, but it is democracy, and as such has the necessary elements of fairness, co-operation, personal liberty and sense of justice and square dealing that will always insure the biggest success in the long run.

### W. E. Tagney with "Builders Journal"

W. E. Tagney has been appointed western manager of *Builders Journal*, New York, with headquarters in Chicago. Mr. Tagney has in the past been with the *Chicago Daily News*, the Chicago office of *The Farm Journal* and western manager of the *Independent*, New York.

James A. Rice continues to represent the *Architectural Forum* in the western territory. This publication and *Builders Journal* are both published by the Eggers & Manson Company, New York.

### Advertising Manager of Three Publications

N. W. Doorly, for the last two years advertising manager of *Men's Wear* and the *Chicago Apparel Gazette*, Fairchild publications, has been appointed advertising manager of the *Daily News Record*, another Fairchild publication. Mr. Doorly will in future manage the advertising of all three publications.

L. L. Shenfield has been appointed as assistant advertising manager, also of all three publications.

### Ralph Foote Made Advertising Manager of Lever Bros.

Ralph Foote, recently with Sherman & Bryan, and formerly with Frank Seaman, Inc., at New York, has been made advertising manager of Lever Brothers Company, Lifebuoy, Lux, Sunlight soaps and powders, etc., Cambridge, Mass. During the war Mr. Foote was director of the American Red Cross bureau of advertising.

### F. W. Nash, Lipton Sales Manager

Fred W. Nash, recently marketing manager of Ryzon Baking Powder for the General Chemical Company, New York, has been made general manager for the United States and Canada of Thomas J. Lipton, Inc.

### Beech-Nut Account with H. K. McCann

The Beech-Nut Packing Company, "Beech-Nut" food products, Canajoharie, N. Y., has put its advertising account in the hands of The H. K. McCann Company.

# Advertisers' Right to Use Portraits of Political Candidates

Presidential Aspirants May Not Take Exception to Such Advertising Now, but One of Them Will Revise His Opinion After the Election

*Special Washington Correspondence*

DURING a Presidential campaign it is usually a case of "no questions asked" with reference to the use of the portraits of the candidates for publicity and advertising purposes. With the likenesses of the chief political contenders circulated by the million and displayed in every imaginable environment, dignified and otherwise, an advertiser who desires to draft the men of the hour to give pictorial timeliness to his copy is not likely to find it necessary to ask permission of the celebrities who are to be thus honored. This is the view of the matter that has been generally accepted by politicians from time out of mind.

In the national political campaigns of the past there has been no disposition to question an advertiser's right to make use at will of the portraits of the Presidential candidates, so long as there was no downright misrepresentation. Indeed, there have been instances in which long-slumbering expressions of opinion on the part of the candidates have been resurrected to afford current testimonials for advertised wares in a manner that might have provoked protest were it not for the fact that the victims were too deeply engrossed with more pressing duties. Certainly it would be inconsistent for the candidate who swallows all the extravagances of cartooning to strain at complimentary attention in advertising.

Nevertheless, it may be worth while to examine into the conditions affecting the use of the portraits of political candidates. It is recalled that certain advertisers who took advantage of the tacit license that, during the war-time "drives," condoned the use of the American flag in advertising, awoke later to a realization of

the necessity of revising what had been intended as permanent copy.

One of the complications, then, of campaign-flavored advertising is that one of the candidates of to-day is bound to be the President of to-morrow. The candidate who smilingly faces every camera in October may be desperately camera-shy in December and even more so in April. As though to prove the rule, there have been a few exceptional instances in which men elevated to the chief magistracy by election or succession have given permission for the use of their portraits for advertising purposes, but such instances are rare. And if, in the absence of such specific authorization, an advertiser is found trading on the fame of the President, the White House organization is likely to call the offender to account, without instigation from the President.

## BE FOREHANDED IN GETTING PERMISSION

It follows that any advertiser who aspires to make permanent use of the portrait of a man of Presidential calibre will do well to strive for the coveted permit when the man petitioned is in a mood to grant it. Such authorization is, moreover, essential, even in the campaign season, if the plans of the advertiser include registration of the portrait as a trade-mark. It may appear gross contradiction that the United States Patent Office should be unhesitatingly accepting, as the basis of design patents, all manner of badges, buttons and advertising novelties bearing the portraits of Presidential candidates while insisting on its invariable rule of "written permission" in the case of trade-marks, but that is the situation.

The advertiser who leans to superabundance of discretion will

bear in mind, moreover, that there are, in various States, laws making it an offense to publish or display for business purposes a photograph of any person without his full written consent and permission. It is fitting, in this same connection, to take cognizance of a new factor which has lately been injected into the broad proposition of the use of the portraits of political "stars" for advertising purposes. In the wake of suffrage has come the entry upon the political stage of the feminine candidate. In the present campaign we find a number of women running for Congress and for responsible offices in the States. It is readily conceivable that there may be, here and there, the impulse to introduce in local or territorial advertising, if not in national advertising, the photograph of some of these candidates. Such advertisers are counseled that women are naturally more sensitive than men with respect to the use of their portraits and, furthermore, the woman politician cannot be expected to have acquired, in a brief interval, the philosophy that a seasoned public man may boast with reference to the use of his portrait.

At the risk of presenting the obvious to experienced advertisers, it is impossible to refrain from a word of warning regarding the photographers' copyrights that encumber the majority of portraits of Presidential and Vice-Presidential candidates. It is proverbial that the average photographer who is granted a sitting by a Presidential possibility expects to make his everlasting fortune out of the resulting negative. Moreover, he is apt to have a most exaggerated idea of the proportion of that fortune that should be contributed by interests that may desire to reproduce the portrait for advertising purposes. Thus it comes about that the advertiser who desires to summon pictorial evidence that his brand of shingles has stood the test of time on the house in which the future President was born or that

his make of typewriter is employed for replies to the candidate's correspondence, need not be surprised if he runs afoul a very exacting photographer.

Officials at Washington who, generally speaking, feel that the use of the name or portrait of a President for advertising purposes is likely to detract from the dignity of the high office, nevertheless concede that written authorization given to an advertiser by a candidate during a campaign would be presumed to stand after that candidate became President.

#### J. J. Lane, New England Advertising Representative

Joseph J. Lane, who since returning from France has been representing *The Red Cross Magazine* in New England, has established himself as a publishers' advertising representative in Boston. Mr. Lane will represent the *American Legion Weekly*, and *Current History Magazine*, a publication of the *New York Times*, in New England.

#### Two New Accounts with Snodgrass & Gayness

The Fageol Motors Company, maker of motor trucks and cars, Oakland, Cal. and The Osgood Lens & Supply Company, "Osgood Deflector Lens," Chicago, have put their advertising accounts in the hands of Snodgrass & Gayness, Inc., New York.

#### Presbrey Agency Has Richmond Office

The Frank Presbrey Co., Inc., New York, has established an office at Richmond, Va. This new office is under the management of S. G. Mason, who has been advertising manager of the C. F. Sauer Company, flavoring extracts, Richmond, Va.

#### Electric Appliance Account for Logan Agency

The Steatite Electric Products Co., maker of the "Stahot" electric household iron, has put its account in the hands of Thomas F. Logan, Inc. A campaign, in which trade papers and newspapers will be used, is planned.

#### Wood Shovel Account with N. W. Ayer & Son

N. W. Ayer & Son will handle the advertising account of the Wood Shovel and Tool Company, Piqua, Ohio. A national campaign is being planned.

Sept. 2, 1920



Seal of Philadelphia

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## Golfing and Other Sports in Philadelphia

There are 38 country clubs in the Philadelphia Golf Association, having about \$16,000,000 invested in buildings and grounds used for Golf and a membership of more than ten thousand players.

A large number of Tennis Clubs have private grounds, others have their activity on the Courts connected with the various schools and colleges of Philadelphia, and on its big playground, Fairmount Park.

There is a legion of country clubs, athletic grounds, and parks maintained by employes' associations of the big manufacturing plants of Philadelphia, not to speak of the vacant lots, City Recreation Centres, etc., where sports of all kinds, including baseball, football, etc., constantly take place.

The Schuylkill River, which winds through Fairmount Park, is lined with rowing, canoeing and boating clubs, and on the broad Delaware River, power-boating and sailing craft and fishing all have their following.

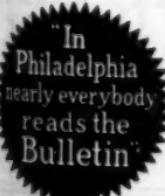
All of these diversions carry with them a sale for equipment of all kinds that runs into big figures.

## Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

# The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report: 466,732 copies a day.



No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

5,000,000 hats were  
"Made in Philadel-  
phia" last year.



## The Merchandising Service Department of the Cincinnati Post

—gives analyses—makes surveys—co-operates in securing jobber and dealer good-will—assists salesmen in perfecting distribution—checks up results on campaigns—where necessary, furnishes letters of introduction to the trade—



*Grocers and Druggists Route Books furnished salesmen on request.*

—in short, •

The POST offers much more than "just something to talk about." The POST helps your advertising "sell" Cincinnati.

## The Cincinnati Post

Largest circulation of any Cincinnati newspaper

Daily average net paid circulation for six months ending March 31, 1920, was 177,768

*New York Office*

# SCRIPPS NEWSPAPERS



SCRIPPS Newspaper co-operation is genuine, legitimate, helpful, business service. This co-operation is not "ready-made" but fitted, in each case, to the special needs of the advertiser.

*The twenty-two Scripps newspapers are:*

Akron Press	Memphis Press
Cleveland Press	Oklahoma News
Cincinnati Post	Portland (Ore.) News
Columbus Citizen	Sacramento Star
Covington (Ky.) Post	San Diego Sun
Dallas Dispatch	San Francisco Daily News
Denver Express	Seattle Star
Des Moines News	Spokane Press
Evansville Press	Tacoma Times
Houston Press	Terre Haute Post
Los Angeles Record	Toledo News-Bee

# SCRIPPS NEWSPAPERS

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

York Office: MARBRIDGE BLDG.

Chicago Office: 1ST NATL. BANK BLDG.

# Which Do You Prefer to Believe?

That out of every 9 English-reading persons in Chicago the 2 who do *not* read The Daily News constitute the most desirable unit of buying population?

*or*

That the 7 out of the 9 who *do* read The Daily News *are* the compelling, buying majority?

It's your money—take your choice.

But mark this:

Practically all of the nation's advertisers who seek favor in The Chicago market prefer to believe that it is the 7-out-of-every-9 who are the compelling, buying majority, and they discount the value and purchasing power of the minority 2.

And they spend their advertising dollars accordingly.

**The Daily News**  
*First in Chicago*

# Putting to Torture the Law of Supply and Demand

It Can't Work Right Unless All Parties Concerned Make Production the Principal Object

By Chester M. Wright

Assistant Editor, *American Federationist*

THE chick within the egg doesn't have a glimmering of an idea of what the world is going to look like, and no more do a great many editorial writers understand the great turmoil outside the confines of their own particular shells. I am thinking particularly of various comments upon a recent statement made by Samuel Gompers, in which he took to task certain employers for closing their plants. Gompers directed his attack mainly at the American Woolen Company and the Pennsylvania Railroad.

This is no defense of Sam Gompers. But he asked this question: "How can a policy of increased production be accomplished under a policy of laying off thousands of workers?" Fair question, too. "Gompers' Madness," was the caption over one editorial criticism.

The undisputed facts are that the American Woolen mills closed their doors, alleging cancellation of contracts, and that the Pennsylvania Railroad laid off 12,000 men, alleging a labor surplus.

The productivity of these men was thereupon stopped. They became consumers without any buying power.

One editor said: "The manufacturing plants are waiting for the hundreds of thousands of merchants in the country to call for the goods, but they do not call for them."

The woolen mills are bursting with goods. Nobody comes to take them away. Nobody comes, and presumably the head of the company sits down on the front steps of his mills and weeps by day and by night because nobody comes to him to take away his goods.

Truly, this is deep stuff. It is

economics most profound. It is modern business with a vengeance. Nobody comes to the mills with pushcarts and auto trucks to cart away the bales and bales of cloth at so much per cart. In the face of this one can only conclude, with Aristotle, that there's a ring around the moon.

But look: the American Woolen mills deal with manufacturers. Manufacturers supply the retailers and the retailers supply the public. If nobody comes to the mills to buy there must be reasons. The chant that "orders have been canceled" is not enough. It still leaves the ring around the moon.

Consumers have stopped consuming, or the mills have forgot how to merchandise.

If the first is the case, then the second is the more so the case!

#### NO LET-UP IN THESE BUSINESSES

Imagine Shredded Wheat Biscuit piling up at the mills, just choking up the front door so that nobody could get through because nobody came to take away the little brown oblongs. Or picture Boston Garters stacked up in Mr. Boston's front yard because nobody came after them. Or flivers, or B. V. D.'s.

The public may have all the Shredded Wheat it wants; it may have all the B. V. D.'s it can pile upon its delighted back; it may have all the Boston garters its legs will hold, and it may be flivvered even unto distraction, but there's never any jamb up of those things. The managers and owners of the plants wherein those commodities are made don't come complaining that "nobody comes to take away our product," and no editorial writer ever would intimate as much—particularly no friendly editorial writer, as was

the case in regard to the comment on the woolen company's affairs.

Jeremiah, there's something wrong hereabouts. There's a big truth lurking on the port bow, and it's no secret from the Common People. Prices of woolen goods had been shot so high that everyone who had an old suit wore it and wore it and wore it, and he wouldn't buy a new one if he could help it.

Profits of the American Woolen mills jumped 316 per cent from 1916 to 1918, while for the same period net increase in common stock earnings was 513 per cent. If John Smith got so he didn't want to go down to Massachusetts and take away the cloth for a suit of clothes, with profits running as high as the Colorado River in flood time, who will blame the poor chap?

Sad to say, this is a business world. The kind of merchandising that keeps other warehouses clean will have to get into Massachusetts before there's an end to the story. There will have to be a repealing of the arbitrary and autocratic law by which the woolen mills operate. Somebody in Congress once suggested that the law of supply and demand be repealed. The woolen company doesn't wait for any deliberate body to do that. Prices go up. Prices go down. Prices roll over and play dead, and then get up and jump through a hoop.

But the public begins to see through the hole in the fence and has suspicions of its own when, after a flood of prohibitive prices it is told that the demand for good wool cloth has suddenly hit a hole in the road and cracked an axle.

Mr. Wood may now go off stage while we reintroduce the Pennsylvania Railroad for a moment. When the railroad recently dropped 12,000 men from its payroll it proclaimed that it was because of labor surplus. It now has come to light that the Pennsylvania Railroad has just notified fruit shippers of a partial fruit embargo because of labor shortage!

The fact is that industrial processes are being tortured. The fact is that some people are not engaged in the business of making an honest article, telling the people the honest truth about it, taking an honest price for it and making an honest profit thereby.

Nobody is grouchy at the honest, reasonable men of trade. But the world is ugly about the fellows who are hiding in the background soaking Tom, Dick and Harry indirectly and painfully—and then telling fairy tales about how "it hurts me more than it does you."

### Trade-Marks Most Important in China

"Japanese firms with headquarters in Osaka, Japan, give American firms in China more trouble through imitation of American merchandise than any other phase of Japanese competition in this country that Americans have," a Shanghai correspondent tells *PRINTERS' INK*. "As I write this, I have before me samples of Japanese imitations of the following American goods: Lenox Soap; Colgate's toilet soap, perfume and dental powder; Sherwin-Williams dyes; Chebrough's Vaseline; Pond's Vanishing Cream; Frederick Stearns & Co.'s Zymol Tooth Powder; Hall & Rockel's Sozodont, and an electric fan with the trade-mark 'H. E.' written in such a way that it fooled me into thinking for two full years that it was 'G. E.'

"It is next to impossible to obtain legal judgment against these Japanese firms, because of the fact that the case must be tried in a Japanese court before a Japanese judge and in the Japanese language. The only recourse that American firms have is to bring suit against Chinese dealers for handling the imitations, and this has been done in several cases, but it doesn't do American prestige any good to proceed in this way, for in nine cases out of ten the Chinese dealer was sold the merchandise as a genuine American product.

"There is one other recourse, and that is liberal advertising in China for the genuine American trade-marks, 'chops', as they are known here."

### Miss Holden Joins Florence Burchard Agency

Miss Euphemia Holden has resigned as advertising manager of Eaton, Crane & Pike Company and is associated with the Florence Burchard advertising organization, New York. Miss Holden had been engaged in promotion work for the Butterick Publishing Company and had been advertising manager of Robert H. Ingersoll & Bro., at New York, before joining Eaton, Crane & Pike.

## Nobbe and Bishop with Cone & Woodman

Charles Nobbe has returned to Cone & Woodman, publishers' representatives, New York. Mr. Nobbe was with the Cone & Woodman organization before he entered military service. During the last year he has been engaged in advertising work in Chicago.

J. B. Bishop has also joined the Cone & Woodman organization. Mr. Bishop was recently with the Ferry-Hanly Advertising Company, Kansas City.

## Associated Business Papers' Convention at New York

The annual convention of The Associated Business Papers, Inc., will be held in New York on October 20, 21 and 22.

The National Conference of Business Paper Editors will hold its annual meeting conjointly with the meeting of the publishers.

The annual banquet is scheduled for the night of October 21.

## R. T. Herz Joins Buckley, Dement & Co.

Robert T. Herz, formerly with the Janesville, Wis., *Gazette*, has joined the service staff of Buckley, Dement & Co., Chicago.

## J. G. Brown Heads "Shoe and Leather Reporter"

At a recent meeting of the directors of the Shoe and Leather Reporter Company, Boston, J. G. Brown was elected president to fill the vacancy occasioned by the death of F. F. Cutler. For the past nineteen years, Mr. Brown has been manager of the New York office of the *Shoe and Leather Reporter* and has held the office of vice-president for most of that period. Other officers were elected as follows:

F. K. Kretschmar, vice-president, treasurer and general manager; A. H. Lockwood, editor and vice-president; A. C. Davenport, secretary.

## A. H. Horton with United States Mortgage Co.

A. Harris Horton, formerly a member of the advertising staff of *House and Garden*, New York, has been made assistant publicity manager of the United States Mortgage & Trust Company, New York.

## Hunter Arms Account for Manternach Agency

The Manternach Company, Buffalo Division, has secured the advertising account of the Hunter Arms Company, Fulton, N. Y. Advertising plans for this account are now in preparation.

# The George L. Dyer Company 42 Broadway New York

Western Offices  
76 W. Monroe St.  
Chicago



Newspaper, Magazine  
and Street Car Advertising

Publicity and Merchandising Counsel

# Canadian Public Funds Urge Early Purchase of Coal

Province of Alberta Grapples with Basic Industry's Sales Problem

**W**HEN important public interests are related to the vital sales problem of a basic industry, a government—provincial, state, or national—is justified in stepping in, and at public expense promoting an advertising campaign. At any rate, that is the view that the Province of Alberta, farthest west of the Canadian prairie provinces, takes. This province has directed and financed this year a coal advertising campaign in Saskatchewan and Manitoba.

The coal mines of Alberta furnish employment to a considerable number of men. The industry is an important source of provincial wealth, and the Alberta Government believes it entirely proper to solve, partially or wholly, a serious sales problem of the industry. Alberta mines have one such problem, intimately related to the transportation situation, which arises annually in fall in western Canada when enormous quantities of the new grain crop must be moved East.

The demand for cars for grain and coal is so great that inevitably there is a car shortage. Coal has to wait—and "freeze-up" comes in the fall, maybe as early as October, and finds dealers poorly supplied with coal and many householders short.

These troubles of coal consumers in other provinces wouldn't ordinarily cause the Alberta Government to advertise in summer to stimulate early buying. A selfish consideration enters. While Alberta mines have facilities for producing 12,000,000 tons a year, they only manage to produce 6,000,000 tons. Were transportation conditions favorable, this output could be greatly increased.

At the last session of the Alberta legislature, a special appropriation was passed. An advertising campaign was planned in good season and started in July, Manitoba and Saskatchewan pub-

lications being used. The advertisements were five columns by seventeen inches. With the prospect of an unusually heavy grain crop, naturally accentuating the car shortage; with proposed freight rate increases of 35 to 45 per cent, Alberta had plenty of good advertising capital with which to persuade consumers to "buy coal now." It made the most of this material, through reiteration and effective development.

For example, adequate financial appeal will induce many to lay in coal early. In one advertisement the Government answered the question, "Can I Save Money by Ordering Now?" "We believe it will be very wise to do so," the advertisement declared; "and in the matter of freights alone there may be a very heavy increase, amounting to about \$1.50 a ton, put on about September." The major appeal, however, was more primitive. The advertising emphasized the danger of consumers actually being without coal when cold weather comes. And it gets mighty cold on the Canadian prairies!

At present Alberta consumes home-mined coal entirely. About half of Saskatchewan consumption is Alberta coal. There is a growing consumption of Alberta coal in Manitoba and even farther east, but in the whole of this territory east of Alberta there is a trade opportunity to increase demand and consumption of Alberta coal. With that 50 per cent of possible production in mind, and sane effort to increase it, Alberta in these ads which were to stimulate summer purchases did not neglect the opportunity to tell things about Alberta coal.

The campaign ran through August to September. James A. Richards, of the Alberta Mines Branch, informs PRINTERS' INK that the coal trade has reported a very favorable response to it.



## *A Food Service*

far in advance of the ordinary—recognizing food as a great fundamental—giving the best obtainable scientific advice, in a practical way, upon those food problems which govern the physical and economic welfare of the home—this has long been the aim of the Editors of the JOURNAL.

That this sincere editorial effort is tending towards accomplishment may be observed in any current number of the JOURNAL.

## **The People's Home Journal**

NEW YORK

*For 35 Years the Magazine for Every Member of the Family*



## "Why Business Must Be Good"

Of special and vital interest to farmers is this exceptional article by E. B. Moon, which appears in the September FARM AND HOME.

### Mr. Moon

is market counsellor to clients of the National Farm Power group of agricultural periodicals, of which FARM AND HOME is a member. He is widely known to merchants, manufacturers and advertisers who seek his expert advice.

Mr. Moon says:—"Underlying conditions are sound. . . . How prices will adjust themselves depends much upon wages and taxes. Both must come down in keeping with the increased supply and lower prices of farm products. It is an economic impossibility to long maintain wages and prices in other industries much above the standard that prevails in the basic industry of all—agriculture."





## Broad in its Interests

This virile discussion of general business conditions is one of the FARM AND HOME series, "Famous Articles by Famous Men", on vital issues of the day, to which such men as Governor Lowden, Secretary Meredith, Senator Cummins and Governor Allen have already contributed.

### Get the Facts

Write us or consult your advertising agency for salient points which make FARM AND HOME such a responsive medium. 650,000 copies monthly.

# FARM AND HOME

*The National Monthly Magazine of Rural Life*

**PHELPS PUBLISHING COMPANY**

*Member A. B. C.*

**Springfield, Mass.**

**Chicago**

**New York**



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*Try it out in Representative Milwaukee*

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## All's Well That Ends Well

Some campaigns are unsuccessful because the advertiser fails to start right by selecting the right medium.

In Milwaukee the right medium is obvious. The Journal is read every day by four out of every five English-reading people in the city. It is their Buying Guide.

Milwaukee has long been recognized as a profitable, responsive market. The fact that it can be covered by the exclusive use of a single newspaper makes it a decidedly economical market from an advertising viewpoint—the logical tryout field of the country.

Write The Journal for particulars of a market analysis and plan of dealer co-operation.

## *The Milwaukee Journal*

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York

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# Why and How the Wholesale Grocers Should Advertise

A Constructive Reply to the Statement That Wholesale Grocers Cannot Advertise Nationally

By Oscar James Vogl

NOT so very long ago Arjay Davies, President of the National Association of Wholesale Grocers, directed a question to the associated advertising men of the world. It was a simple, direct request to show how \$200,000 invested annually in national advertising could benefit the wholesale grocers.

Mr. Davies stated very frankly that he did not believe in advertising. So far no one seems to have taken Mr. Davies seriously, or at least no one has yet given a public expression of why and how the wholesale grocers should break into advertising. Perhaps Mr. Davies has received many clever letters and numerous suggestions, still the question is broad and big enough to be answered publicly. Surely there is no secret about why and how the wholesale grocers should advertise. Every day makes the matter more important.

There is much calamity howling about the action of Procter and Gamble eliminating the wholesale grocer. Why so much commotion? It has been done before, and the wholesale grocers lived through it and are still in business.

Reproduction rights reserved by Oscar James Vogl.

You cannot force love; neither can you dictate to a manufacturer how he should distribute his merchandise; nor can you keep the wholesale grocer out of the manufacturing business. Differences will simply adjust themselves and the merchandising world will move on. "Buying and selling" is going to be the mainspring of business and as long as there are independent retail grocers, there will be wholesale grocers.

The cause of the recent separation of Procter and Gamble from the jobbers has not been publicly stated. No matter what they may be, in all fairness and in order to pass impartial judgment on the problem of the jobber versus the manufacturer without specific relationship to the Procter and Gamble controversy, one must consider the situation from all sides.

There comes a time in the merchandising life of every nationally advertised staple product when its demand is so enormous that both wholesaler and retailer use it as a leader. Right here is the starting point of all the trouble. The manufacturer celebrates, rejoices, calls in his sales and advertising manager and says "Eureka! I've got it! They are selling my goods

PRINTERS' INK for February 12, 1920, published an article by Arjay Davies, President of the National Association of Wholesale Grocers, in which the statement was made that the association would invest \$200,000 annually if someone would show how it would benefit the business of its members.

Oscar James Vogl has undertaken to present a constructive plan. Mr. Vogl has for many years been associated with nationally advertised grocery products in the capacity of sales executive. He is well equipped to discuss the subject intelligently and with understanding of the many complex problems involved.

Sept. 2, 1920

Sept. 2

for nothing! They have to buy from us! Cut down the missionary force. Keep up that reminding copy stuff and let's increase our manufacturing facilities. Business is going to be good, boys."

So it goes on for years, perhaps. Both jobber and retailer get used to it and take it for granted that so-and-so's soap, being in popular demand, must be sold at cost and on certain days below cost. The chain stores are doing it, why not we? Make it up? Of course they do. They must and they should. Whenever you get something for nothing, you pay a good price for it.

When the war came things turned out quit differently. Merchandise in a measure lost its identity. People called for certain brands (of course they did), but they couldn't always get their favorite brand. Merchandise was scarce, shipping facilities bad and both wholesaler and retailer were tired of handling the popular brands for nothing. The natural thing happened. They looked around for a good substitute, one which had quality, was not so well known, perhaps not yet nationally advertised and last but not least, showed a fair margin of profit.

Whenever there are jobbers and retailers looking for such a product a manufacturer is waiting around the corner to supply them. The jobbers' salesmen go out and do all the missionary work and the retailers get busy and do the word-of-mouth advertising.

When Mrs. Consumer asks for her regular laundry soap, Mr. Grocer gives her the new brand and says: "I cannot get the one you are used to. I am sorry. You know they also raised the price again. I can sell you five bars of this at so and so much, nearly the old price." Mrs. Consumer sighs and says: "Yes, everything is always going up. If you recommend this soap I'll take five bars. Thank you, good-by." Under the counter is a box of the popular brand but it is only used in case of utmost danger. When it comes to losing a real good customer then the grocer just finds a bar of

this soap. Only for Mrs. Favorite—but she must not tell anyone and mightn't she just try a bar of this new brand? It certainly is selling wonderfully well. What can a poor consumer do in such a case? She goes home with one of each.

All this time the new manufacturer is doubling his output and hunting up an advertising agency who will put him on the map quickly. Distribution doesn't bother him any more. Just insure that first demand and hold it. The old manufacturer is furious—more than that, he is wild. What does he do? There is only one thing to do: increase his advertising, send out some salesmen and cut out the wholesaler. He can't cut out the retailer, or he would!

Who is to blame is hard to say. Everybody perhaps, yet he who had most at stake should bear the brunt of the burden. In this case it is the manufacturer. He became so hypnotized by this popular demand that he failed to recognize the important part the jobber and his salesmen as well as the retailer and his salesmen were playing in making his product a successful seller. When the price-cutting campaign started he made no effort to stop it, so when it ended it nearly was his finish.

This episode in no way refers to the reason why Procter & Gamble ceased to sell through the wholesaler, but it is intended to show what has occurred in the past and what might happen again. The wholesale grocer should be and is the most economical distributor for the manufacturer. In some cases he distributes too cheaply, making it dangerous for the manufacturer.

#### MANUFACTURING JOBBERS WILL FAVOR OWN LINE

Where the wholesale grocer is both a distributor and a manufacturer he cannot in justice to himself render the same service to the manufacturer as if he were a distributor only. In such cases the wholesaler should and does point out his position to the manufacturer. Usually in such cases the manufacturer can select a distributor who is not a manu-

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facturer. If he sells generally through all wholesalers and keeps his own selling crew the wholesaler is in honor bound to fill all orders turned over to him with the manufacturer's brand. In cases of this sort where a wholesaler is a manufacturer he does not seek nor expect co-operation from the manufacturer.

The wholesaler is both a distributor and an order filler. He distributes and co-operates if he can see that he is benefited by it. If he and his men are simply classed as "order takers" by a manufacturer, "order takers" they will be. There are enough manufacturers who grow big and prosperous through jobbers' and jobbers salesmen's co-operation.

It's a case of "love me love my dog." Whenever a manufacturer gets it into his head that wholesale grocery salesmen are only a bunch of order takers he is greasing his own toboggan. The wholesale grocery salesman is the best specialty man if he wants to be. On an average he has 30,000 articles to sell and he has many people to see per day. He has to be credit man, collector, adviser and protector of his trade. The successful wholesale grocery salesman is a good business man, who has a lot of influence over his customers. In many cases he can fill or cancel a specialty order. Of course, he cannot make a speech on how a certain nationally advertised fruit jar ring is made and why it preserves better than others. That's the specialty man's job. Too few manufacturers have taken the trouble to study the situation from the other man's side. Surely many have, and understood it well and they never complain.

What service does the wholesaler render the public that cannot be rendered equally well and at equal or less cost by some other method of distribution? The public cares little about the wholesaler or the retailer. It wants what it wants when it wants it. Therefore if the wholesaler did not render the public a useful service he would not be with us, and furthermore, if there are ways and

means to distribute more economically the wholesaler neither has the right nor the power to keep them from being used.

Does he realize that he owes much to the public and that he must serve his masters with an eye not solely fixed on profit?

Yes, he does, for he handles many staple articles at a very close margin of profit. He works on volume and big turnover rather than profit. He gives credit to the retailer, so he again in turn can give credit to the consumer. He trains the worthy retailer and retail salesman to become better servants of the public. Many successful retail grocers owe their fame and fortune to their wholesaler. The honest and industrious retailer will always find a ready, trusted friend in his wholesaler. Many retail clerks are started in business by wholesale grocers who give them every support and encouragement, thereby helping the manufacturer get more distributors.

Does he realize at this stage of the world's history it might not be a bad idea for him to ask himself, "How little can I take and keep going?" rather than "How much can I make and get away with?"

#### LET WHOLESALER USE MANUFACTURER'S SELLING WEAPON

Finally, if he believes, as he must, that advertising is the lever which has made it possible for certain manufacturers to push him to one side, why doesn't he employ it himself?

Here is the seat of the wholesale grocer's trouble. He does not advertise—does not believe in advertising. Few do, even their own private brands. Yet, does a good salesman blame his prospective purchaser for his failure to make a sale? Is it not up to the advertising profession to show Mr. Davies why and how to advertise?

First of all let us clear up some misunderstanding about the broker. The packer who purchased through a broker and again resold through a broker acted in the same manner as would a wholesale grocer. Wholesale grocers pur-

chase through brokers and often resell through brokers to other wholesale grocers or sometimes to packers. By segregating the packers' grocery business, nothing is saved for the public. The broker will continue to play a necessary part in the distributing chain of food products. There seems to be entirely too much blaming the other fellow instead of clearly stating the case.

Brokers work on a very small margin, sometimes only a fraction of one per cent. By doing a big volume they earn much money. Those who have tried to eliminate brokers have never saved the public a single penny. In most cases their own selling organization costs them as much as or more than the commission they would have to pay the broker. The situation is very much the same if an advertiser should get it into his head that he does not need an advertising agency because he can do it just as well himself and cut out a costly link in the chain of placing advertising. It is well understood that such an advertiser only fools himself, saves nothing, but loses a lot of valuable information and advice.

There is not one wholesale grocer in business who would buy from a packer through a broker unless he could buy as cheaply as or cheaper than direct from a manufacturer, so why intimate to the public that packers and brokers are the cause of raising prices to the consumer?

#### A LEAF FROM THE PACKERS' BOOK

Has the packers' grocery advertising paid? It surely has. There is absolute proof at hand that it did by reason of the fact that it caused so much excitement among the wholesale grocers. Had it not been effective and created a national demand among the consumers for packers' brands of canned foods, jellies, macaroni and rolled oats the wholesale grocers would have been quite satisfied to let the packers' grocery business die a natural death.

We only fear competitors who can merchandise as well as or better than we can. After all, it is the

brainiest and most successful merchandiser who has the most friends and the most enemies. Mediocre methods attract little attention and seldom are applauded.

If the cost of advertising the grocery items of the packers were placed in one column and the gross sales over the counter of the retail grocers in another column there would not be sufficient in this latter column, says Mr. Davies, to pay the advertising bill, and he further states that he has not lost sight of the fact that goods cost something.

Does that prove anything? In the first place the packers ran a general publicity campaign, changing copy frequently, advertising canned vegetables and fruits one month, changing to hams and bacon the next month, etc. Since they have segregated the grocery business they have not stopped advertising. In fact, they are going ahead at the same pace because they know it pays. Therefore they spend just as much per annum in advertising whether they sell groceries or not. Groceries were just one part of many food products handled by them and being the youngest member of the family they gave it more attention. They evidently did not charge all the upkeep cost against the "kid" the first year, but wanted to give it a chance to get on its feet until it could walk and by that time they could strike a fair average, which undoubtedly would have been very satisfactory.

Manufacturers of other products employ the same method because they know that their trade-mark on one new product reminds the consumer of the old established well-known article. Every time a woman buys Armour's Oats she cannot help but think of Armour's Hams, Bacon, Eggs, etc. So the oats advertise the other lines as well and the advertising appropriation is charged proportionately against the different departments based on the amount of business they do. It pays as a whole; which would be quite as likely with the right campaign for the wholesale grocers.

(Continued on page 41)

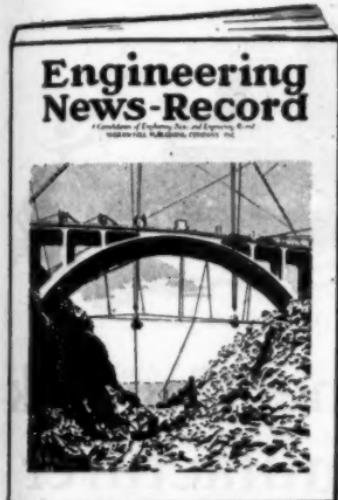
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\*—“*Undoubtedly*



*a  
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Back in the unhappy months when khaki and navy blue were the prevailing color schemes, certain industries suspended, that men and materials and machinery might be released for the carrying-on of war work.

For a time it seemed that publishers might be affected. But not for long, for at least in the case of the

# ENGINEERING NEWS-RECORD

the mere suggestion of the possibility drew forth a storm of protests from hundreds of subscribers.

The following is typical of the letters received:

“To men engaged in the civil engineering profession 'Engineering News-Record' is undoubtedly a necessary tool—a tool which enables each of us to keep abreast of the times and make each minute of time and each bit of professional advancement count to the utmost. We depend on this journal for necessary professional information.”

Power  
Coal Age  
Electrical World  
American Machinist  
Journal of Electricity  
Electric Railway Journal  
Electrical Merchandising  
Engineering News-Record  
Ingenieria International  
Engineering & Mining Journal  
Chemical & Metallurgical Engineering

**McGraw-Hill Co., Inc.**  
Tenth Ave. at 36th St.  
NEW YORK



## The final connecting link between manufacturer and consumer

**C**AREFUL testing of raw materials—rigid inspection at every stage of manufacture—you spare no pains *inside* your factory to insure success for your product.

But once your product gets *outside*—what then? What of the long journey in overloaded freight cars, through crowded warehouses and storerooms, on to the dealer's shelves and finally across his counter?

It is the *package* which must protect your product then—it is the *package* on which success itself depends. No matter how careful the process of manufacture, a product can never achieve success unless it reaches the consumer with quality unimpaired. Goods that deteriorate in transit or on the shelf inevitably injure and often destroy a manufacturer's reputation.

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And your package must do more than protect. It must *reflect prestige by its very appearance*. If your product is dressed in a dull, drab, inferior package, it is handicapped in the race with its competitors. You *must* have a package worthy of your product—the sort that stands out on the dealer's shelf—that inspires confidence and a desire to buy.

Reflection of prestige—protection of quality—these are the functions of the modern package as the final connecting link between manufacturer and consumer.

*Solving package problems for the leaders in every industry*

To manufacture an attractive, dependable package for your particular product demands careful study and long experience. The Robert Gair Company, after years of experience in solving package problems for the leaders in every industry, is especially qualified to offer you expert assistance and advice.

We can work out the most economical size and shape for your package—the style best suited to your particular product. We can adjust your package to whichever automatic filling or packing system you use. We can give you unrivalled service in securing an artistic design and its perfect reproduction.

Our plant is the largest of its kind in the world. With its facilities we are prepared to offer a complete service for packaging and displaying your goods—folding boxes, labels, shipping cases, window display advertising—giving unity to your product from factory to consumer.

## ROBERT GAIR COMPANY BROOKLYN

*Folding boxes*

*Labels*

*Shipping cases*

*Window display advertising*

WHAT MAKES A GREAT NEWSPAPER?

# The news is printed; —*the guff isn't*



With an average of more than 70 columns of reading matter a day The News covers the day's events with a thoroughness that is remarkable. But more noticeable is the entire *absence* of press agent material. The automobile "guff", the flowery advance notice and the "write-up" get to the editorial waste basket about as quickly as the advertisement of the "blue sky artist" and fraudulent retailer is discarded by the business department.

## The Indianapolis News

*First in National Advertising in Six-Day Evening Field*

New York Office  
DAN A. CARROLL  
Tribune Building

FRANK T. CARROLL  
Advertising Manager

Chicago Office  
J. E. LUTZ  
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

The wholesale grocers have kept the general public in total ignorance of the important part they play in the distributing chain of necessities. They have allowed the meat packers to steal the march on them. They also have given the chain stores a free field to attack their methods and their integrity. If for no other reason than the last mentioned, they should get together and tell the public their side of the story. Good "reason-why" copy telling how the wholesale grocers distribute over 30,000 articles for growers and manufacturers all over the world most reasonably and economically. Give the public a bird's-eye view of a modern wholesale grocery house with its many experts constantly testing and searching in every corner of the globe to find the things that please the masses and save them money. It would easily cost the public ten to fifteen per cent more to have seventy-five per cent of the grocery products distributed through any other channel than that of the wholesale grocer.

Tell them about the modern storage warehouses of the wholesale grocer where many commodities have to be kept for months in order to reach the consumer in prime condition.

Give them an insight into the complicated credit system operated by this modern merchandise banker, the wholesale grocer. Educate the housewife to pay her grocery bill promptly or buy for cash entirely.

Make the retail grocers cooperate with the wholesale grocers and show them the true spirit by inaugurating a national pay-up week once a year.

In short, advertise the wholesale grocery business, not the retail grocery business, the packers' business nor the chain stores. Support the retail grocer and give the public the right impression of him. Give the retailers a chance to organize and hitch their national campaign to that of the wholesalers.

For this work alone in national mediums the wholesale

grocers should set aside not less than \$100,000 for the first year. Twenty-five thousand dollars should be spent in retail grocers' trade journals to create good will for the wholesale grocers.

Let the wholesalers sell themselves to the retailers through good, strong advertisements in the trade journals. Back this up with service unsurpassed by so-called direct brokers and buying exchanges.

An additional \$75,000 should be spent annually for the publishing of text-books and educational literature for the ambitious retail grocer and his clerks.

Instructions should be given them in salesmanship, merchandising, advertising, show-card writing, window trimming, general accounting, collection service, etc.

To fight the chain stores the retailer only needs efficient help. Let the wholesalers be the means of furnishing this help.

The wholesale grocery business, after all, rises and falls with the success or failure of the retailer. To permanently establish the retail grocer so that he can successfully withstand the systematic attacks of the well-organized and nationally advertised chain stores is the most important self-protecting action the wholesale grocers can take.

By educating better clerks and salesmen for the retailer, the wholesalers will also be training future customers, salesmen and executives for themselves. A free employment bureau can be created later and perhaps a special six months' grocery course be founded at some college very similar to the six months' bakers course at the Dunwoody Institute of Minneapolis which was brought into the world and is supported by the baking interests of the United States.

Could the wholesale grocers invest \$200,000 per annum to better advantage?

Would any other investment promise as much in return?

Is there any other wholesale grocery insurance to be had at so low a premium?

## Capture the Caption

Don't Let the Lack of the Right Caption Dissipate Much of the Force of Your Illustrations

By P. K. Marsh

EVERY once in so often—and not so very often at that—we happen upon a few lines of text beneath an illustration which betray a little real thought on the part of the person who wrote them. Every time that happens the Associated Advertising Readers of the World should promptly and gratefully award a special decoration or degree on the author—"Master Captioneer" or "Scriptor Captionorum Excellentius" or something else of that nature. (The Latin is dubious but the sense is laudable).

Aside from these occasional examples the remainder of the captions which speckle the pages of advertising booklets and catalogues and freckle the display pages in publications are so uniformly tasteless, uninspired and uninspiring that deviation from the customary ought never to be unrewarded. In spite of the importance of the caption, hackneyed phrasing is the rule.

Of course, you know the kind which rouses this protest.

"View of our Grand Rapids plant."

"A corner of the assembling room."

"Type R D X."

"Installation in Cook County Court House."

"Our new sport model."

"Made in two sizes."

The sadly serious part of captions such as these is that they are so utterly naively and damably true that it will probably wound the various writers' feelings to the marrow to intimate that they are not pluperfection itself.

In my mind's eye I can reconstruct the scene as they sprang full-bloom from the brains of their creators.

The full-page proof lay on each writer's desk. A few minor notations here and there, a change

of one or two words and the final O. K. was about to find its place on the margin when—"Oh, darn," muttered the author blandly, "that illustration needs a caption. Let's see now—oh, yes, I've got it," and he scribbled hastily "View of our Grand Rapids plant."

Either that's the way those captions happen or else they must be assigned to the printer's devil to handle while he rushes back to the composing room.

Obviously captions of that character do not represent real 100-proof thought. If there is to be any distinction between the care and thought applied to captions and that given to the body copy, perhaps the emphasis should be laid on the former. As some famous orator once testified—"I can deliver a one-hour speech impromptu, but it takes me hours to prepare a fifteen-minute speech." Forceful brevity demands concentration, study and polish. Indolent copy writers ought never to be entrusted with captions.

### WHAT'S THE OUTCOME?

The result of that type of lay hackwork on captions is to padlock one of the most natural and convenient gates into an advertisement.

My wife or I pick up a magazine.

Casually we leaf through the pages, looking first at the illustrations which fleck the pages. A glance at the picture itself and, if the illustration has roused our interest, we automatically turn to the descriptive line beneath it. "Type R D X" or "Made in two sizes" promptly and effectively squelches our interest—and we turn the page. Another golden opportunity has been tossed away for lack of a modicum of forethought. Flat captions, like flat tires, won't get you anywhere very rapidly.

There are scores of advertisements in which well-studied captions might well carry the burden of the sales manager, so powerful and attention-compelling are the accompanying illustrations. Nevertheless in twenty-three cases out of two dozen you will find the captions worded with scarcely a fraction of the care obviously bestowed upon the body copy.

The twenty-fourth example comes as a delightful contrast—for instance—

"Hoover lifts the rug from the floor, like this—flutters it upon a cushion of air—gently beats out its embedded grit, and so prolongs its life."

There, in a twenty-seven-word caption, is a condensation of a complete sales argument. A Machiavellian layout man co-operated with the skilful copy writer and placed that simple eye-trap right up at the top-centre of the page, where—darnation!—you've read the whole reason-why, when all you wanted to find out was why the odd-looking, shaggy-edged top-border curved up so illogically in the centre. The caption *made* that ad!

Reading caption after caption leads me to believe that many copy writers frankly balk at the job of preparing a strong caption unless the illustration itself is unusual. With a commonplace illustration they act as though discouraged right from the start. However, even when the illustration features so unromantic, prosaic and every-day an article as a shoe, it's still possible to make the caption appealing.

Compare these two from different footwear ads.

Exhibit "A"

"The Blank Shoe. A great money saver. Neat, durable, comfortable. For men and boys."

Exhibit "B"

"Model No. 603. The Walden. Its heel fits snugly; there's 'room' across the ball; toe's a bit rounded, too; the material is soft, black kid. A real walking oxford."

Do Blank's stereotyped, broad claims impress you as favorably as

the Walden's intimate, simple details? Blank may have more good points than the Walden—"But," says Blank's ad-man, "why tell the world? I'd have to stop and think and maybe investigate. Me for speed!"

A. C. Plugs employ a novel device. Out of a radiating pattern of red leaps a racing motor-car. The body copy below is set in a rectangular block of ordinary type. Just above it—but definitely distinguished from it by its italic face—is a glorified caption—

"Daytona Beach....a hard and level stretch of sand....sixteen volleying cylinders.....a blur of speed.....a mile in 23.07 seconds.....a rate of 156.04 miles an hour.....five miles in two minutes...all records fallen."

It's a safe gamble to prophesy that we will some day see that same motor car in some other advertisement and that the caption will read "Tommy Milton in his Jimpson-equipped Duesenberg." I wonder if Jimpson's copy writer will ever realize that he fumbled an easy chance.

#### A WIDE-OPEN OPPORTUNITY

The range of treatment for live captions is as varied as the copy writer's desires. It can range from the simple but confidence-establishing testimony—

"Only actual glove photographs are used in Grinnell glove advertisements" through a long scale of variations to sprightly sentences such as these—

"Even gauntlets temper their leather severity with frivolous organdie frills."

"It has a pretty way of walking and dancing, has this black messaline satin gown from Jenny's. And that's because ribbons, rust-colored ribbons, are bracelettted to each white arm and attached to the widest part of the skirt, catching it up lightly at each step."

Often a caption offers an opportunity to inject a skilful touch of homely "local color" which lends the highly desirable ring of realism. "A nigger in the wood-

pile" is a person to rouse suspicion, but the "darky" in the heating plant here described kills all doubt.

"This plant was installed in a little over thirty days from Moline Heat Construction Details. The most distant building is 1,000 feet from the boiler room. The plant is so simple that a single darky is the only attendant. Installed in 1910 and no call for repairs has yet been received in 1920."

In spite of the fact that the unfortunate wording "in 1920" might make a suspicious nature inquire about the years from 1911 through 1919, I think that the darky will convince most of us that the advertiser has gone to painstaking effort to give us an absolutely accurate story of this installation.

Even though an illustration is not a photograph or other attempt at exact reproduction, a careful, specific caption can go far to give it reality. For instance, beneath an artist's rendering of a Mack truck in action, this caption helps to remove the scene from the purely imaginative realms of artistic fiction. Here it is specific figures which turn the trick—

"Thirty-four round trips daily, backing its load down a dangerous 15 per cent grade and dumping into a 30-foot excavation, was a braking performance that could not be duplicated by any other truck in the contractor's fleet."

If the T. B. M. is the proper target for theatrical producers, it must also be admitted that the Hurried Reader forms a big percentage of any advertising audience. Often he is merely a picture-gazer, skipping all but occasional tidbits of body-copy. If so, the caption can be utilized to point a forceful moral, as, for example—

"The black and white pattern so much in vogue for smart shops is Armstrong's Linoleum No. 350. Notice how effectively the six-inch squares set off the entire scheme which for its beauty depends on simplicity."

When you stop to consider it, there's quite a tidy fund of fact and explanation in that caption. Many an entire advertisement in all its length and breadth fails to say as much.

Lest you disagree with my early statement that captions, taken in general, fall short of their possibilities, let me quote a couple of actual examples which have been prepared with forethought and then follow each with the caption as it would have been worded had the copy writer followed the usual style. Frankly, I think you'll agree that the second wording of each strikes the more customized note.

(Original)

"Forming your Mallory Hat. On large, conical, moistened moulds the fluffy fur is blown, then covered with hot, wet cloths and immersed in boiling water, when 'felting' begins."

(Revised to custom)

"In our forming department." (Original)

"Please do not block the sidewalk. Come in." They come in all right, but they block the sidewalk first. This is Hutchinson's successful store on Washington St., Boston."

(Revised to custom)

"Store of X. Y. Hutchinson, Washington St., Boston."

A caption collector, in order to index his prizes, might well have to resort to a ramified classification to include such possible genus-es as Captions Intimate, Captions Humoresque, Captions Rhetorical, Captions Persuasive, Captions Technical, Captions Meticulous, Captions Sprightly and Captions to Lend Atmosphere. But in the end the longest row of filing cases would still bear the index-card "Ordinary Captions," or if the collector possessed a crude, blunt, brutal nature, he might prefer to lump this major group as "Waste Captions."

A. V. A. McHarg, formerly of the development department of the New York Edison Company, for fifteen years acting directly under the vice-president has joined the staff of the Tucker Agency of New York.



## Bank Deposits in Muncie

### Nearly Nine Million Dollars

**Bank deposits in the City of Muncie total \$8,858,991.52, and the average per capita savings is \$242.55. The population of Muncie is 36,524—an increase of 52% over the 1910 census. While the wonderful growth of Muncie, well named the "Magic City," started with its gas and oil developments, its geographical location, excellent transportation and fine shipping facilities have been greatly responsible for making this city one of the nation's manufacturing centers.**

**A fair indication of Muncie's prosperity is the fact that 4,770, or 53%, of Muncie's dwellings are owned by their occupants; that there are 3,000 automobiles in daily use; that 170 new homes were built in 1919, and that the annual pay roll of Muncie's workers is estimated at \$30,000,000.**

**In addition to the market offered by Muncie proper, there is a large potential market offered in the agricultural area which is part of Muncie's trading territory. The Muncie Star, the dominating newspaper in this section, has prepared an analysis of this market, which it will gladly send to any national advertiser.**

**The Muncie Star, The Terre Haute Star and The Indianapolis Star offer to discriminating advertisers the least expensive and most effective method of covering Indiana. They compose**

## The Star League of Indiana

**The Greatest Combination of Quality Circulation  
in Indiana**

<b>Eastern Representative:</b> Kelly-Smith Company Marbridge Building, New York	<b>Western Representative:</b> John Glass Peoples Gas Building, Chicago
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### THE SHAFFER GROUP

<b>Indianapolis Star</b>	<b>Terre Haute Star</b>	<b>Muncie Star</b>
<b>Louisville Herald</b>	<b>Chicago Evening Post</b>	
<b>Rocky Mountain News</b>		<b>Denver Times</b>

# Street & Take the Guess out



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Street & Finney, Inc. (Est. 1902) Advertising Agents

# Finney of *Advertising*

## *News:*

The color pages on The Fleisher Yarns exemplify the Street & Finney method of using facts and figures instead of opinion and guess.

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171 Madison Avenue, New York

**The LARGEST PAPER**  
*In the State of Connecticut*

**The**  
**HARTFORD**  
*Sunday*  
**COURANT**

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**The LARGEST**  
**MORNING PAPER**  
*In the State of Connecticut*

**The**  
**HARTFORD**  
*Daily*  
**COURANT**

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*Gilman, Nicoll & Ruthman*  
REPRESENTATIVES  
World Bldg. Tribune Bldg.  
New York Chicago.

# Commercial Airplane Reaches Stage of National Advertising

Foreseeing New York and San Francisco Only Ten Hours Apart, Martin Takes Lead in What He Believes Is Next Great Industry

By Edward T. Tandy

WHEN a product gets into the advertising columns of national mediums, there is one thing that cannot be gainsaid. It is obvious that either the advertiser is tolerably confident his product is wanted or he is willing to spend big money to find out.

But in the case of a product such as the commercial airplane it may mean much more than that. It may mean a new industry and a new market to be created for it. And even more than that. It may mean the bringing into the commonplace actuality of every-day life something that hitherto has existed only in the imagination. It may mean a new experience in human history and one that may prove no less far-reaching in its results than it is remarkable that it can be at all.

The commercial airplane, coach and motor-truck of the vast open road of the air, has at last reached the stage of national advertising. The pioneer is the Glenn L. Martin Company, of Cleveland, O., maker of the Martin bomber and of planes now in the regular service of the Post Office Department. An early issue of a popular weekly will contain the first advertisement of the campaign, a quarter-page.

"Should we wait for the future Leviathans of the air before making a start?" asks Mr. Martin, and he gives the conclusive answer to that question. "If we were to wait for them, we would never get them. Without a beginning from which to develop there can be no development. I don't know what kind of machine I may be building five years from now. Haven't any idea. Maybe a machine with a dozen or more engines; who can tell? The

automobile began as a single-lunger."

The great American locomotive engine of to-day can barely be recognized as the child of that quaint first little engine, marvel of its day, that now stands as a curiosity in Grand Central station, New York. The bicycle developed from that weird old French machine, a pushmobile that was straddled, and took a century in developing. The Packard automobile started as a "one-lunger" and its slogan was, "It gets you there and brings you back"—almost incredible then; too trite to be applied to any car to-day. The great air coaches and trucks of the future are not necessarily mere imagination. The big ships of to-day are far safer than the cockleshells that Columbus used.

Glenn L. Martin is a long-headed man, a quiet, a thinking, man. He is one of those quiet, thinking men who can combine thought and action. He has been in the aviation business for more than ten years—was in it almost from its beginning. He was flying a machine of his own design and construction very soon after the Wrights had proved that half a ton of wood and cloth and metal, properly arranged, would carry a man through the air. He did stunts in the air in those early days when stunts were necessary to convince the public that man could really fly, and was not just hurtled through the air by mere speed as a stone skims over water. When the war came he built the Martin bomber.

Aviation is no longer a game, says Glenn L. Martin, it is a business; and he is looking ahead, planning for the future. His advertising is laid out for a two-year campaign to run in

mediums of general circulation and aviation magazines. From an advertising view alone the situation is interesting and will be worth following.

Mr. Martin is confident of the future. His factory is oversold for more than a year anyway. He admits there may not be five people in the entire country whom his advertising will touch off into the direct action of ordering machines, and he says he does not care if there should prove not to be one. He is not seeking orders. His campaign is to be educational, and while he doubts whether his two years' advertising will bring him any personal results, he is sure that it will have results, and will not be surprised if they are big ones, in the formation of a right attitude of the public mind toward commercial air service.

He holds that now the successful development of commercial air service is not so much in the hands of airplane manufacturers as in the hands of the public, of local government bodies, chambers of commerce, and so on. The machines for a start are already in existence—what is needed are the facilities, and the provision of them is up to the public.

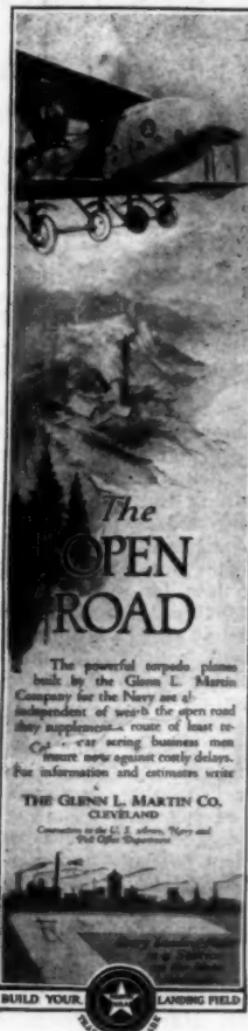
Hence it will be seen that every advertisement in the Martin campaign will end with a definite message to the public, an appeal for

the construction of landing places throughout the country, and will give a picture, as does the first one, of what an airplane landing place looks like.

"Give us landing places, and the rest will follow quickly," Mr. Martin says.

The first locomotive engine was built to run on the ordinary highway. Without the steel railway it could never have been what it is today. Without pneumatic tires and good roads the automobile could not have become what it is. Without docking facilities the modern steamship would be more hampered than is the airplane without proper landing places.

Mr. Martin insists that freight and passenger carrying on a regular commercial basis by airplane is already here, only people do not realize it. One of his sayings, and he always says it with his quiet smile, is, "They used to say we had more imagination than was good for us, now we know we hadn't, and haven't, imagination enough—it takes a whole lot of imagination just to realize what is being done in aviation, let alone see what is going to be done." By use of airplanes the Post Office saved \$42,000



A PORTION OF THE FIRST MARTIN ADVERTISEMENT

last year on the New York-Washington service and \$100,000 on the New York-Chicago service. It costs less than \$400,000 a year to operate a 1,500,000-pound airplane mail service between New York

# A Family Favorite In Baltimore Since 1837

¶ Why does the word "Sunpaper" mean "newspaper" in Baltimore? There must be some cogent reason. Can it be the *Sunpapers*' eighty years of public service? Or is it the *Sunpapers*' spirit of progress and aggressiveness which gets things done?

¶ It is both and much more. For the *Sunpaper* has been a family friend in most Baltimore homes for three generations. It was, in many cases, the favorite of the fathers and grandfathers of its present readers.

¶ This reader confidence is what makes it possible, by using the *Sunpapers*, to cover the growing Baltimore market so quickly and economically.

¶ Ask our Service Department for data covering this prosperous market and further proof that

**Everything In Baltimore  
Revolves Around  
THE SUN**

**Morning**

**Evening**

**Sunday**

JOHN B. WOODWARD  
Times Bldg., New York

GUY S. OSBORN  
Tribune Bldg., Chicago

**Baltimoreans Don't Say "Newspaper"  
—They Say "Sunpaper"**

and Chicago, and enables the Post Office to discontinue \$500,000 worth of railroad service. A daily air mail service of only 400 pounds capacity between New York and Washington costs \$120,000 a year and displaces a 60-foot railroad mail car and its equipment, costing \$162,000 a year—and gets letters to their destination in the afternoon instead of next morning. Over a two-year period the service showed 87 per cent of the utmost possible performance and in its second year had improved to 96 per cent. The cost worked out at 61 cents per mile and the average speed of the planes was eighty-seven miles per hour. Weather ceased to count. The air mail can carry letters when trains are frozen in, and it has already excelled the railroad in regularity and economy.

But the air mail is now only mentioned in the newspapers when some mishap occurs. Consequently there arises a state of curious misunderstanding due to ignorance. One of the leading organs for forming opinion in the country wrote, "The value of the air mail service as an appendix to the railroad mail service is negligible. For this reason it is to be regretted that the Senate has added \$1,450,000 to the Post Office appropriation for a Chicago-San Francisco route. The money which officials of the Department and some Senators and Representatives desire to expend on postal air routes could be used to better advantage if appropriated directly for experimentation and civilian aviation."

"We are past the experimentation stage," says Glenn L. Martin. "The need is for more actual experience on a regular commercial basis. That is the only way for further experimentation, the only way to progress; and that is the way we are after."

During the last few months, according to newspaper reports, no fewer than twenty new airplane carrying and distributing agencies have been established here. New operating companies have been formed in New York, Brooklyn, and Syracuse, N. Y.; Asbury

Park and Rahway, N. J.; Philadelphia, Minneapolis, Cincinnati, Arkansas City; San Francisco, Long Beach, Hollywood, Los Angeles, Oakland, Stockton and Alameda, Cal.; Aurora, Ill.; Bridgeport, Conn.; Detroit, Mich.; Birmingham, Ala.; Blue Fields, W. Va.; Bettendorf and Shreveport, La.; Ponca City, Okla.; Seattle and Spokane, Wash.; Fargo, N. D.; Newell, S. D., and Livingston, Vt.

Recently Mr. Martin had an interview with the president of one of the big express companies. The express man is reported to have said, "Price in the airplane cuts but little ice. The thing is to get the service. Tell me what the service will cost per pound per mile and I know quite well that I can provide the goods to be carried, no matter, practically speaking, what the cost may be."

That is what the Glenn L. Martin Company stands ready to do. By its advertising it is not seeking inquiries from the general public. It is not going to prepare any booklets. It won't talk technical details as to the plane unless that is asked for. What it wants to talk about is service; and it says it is ready with the actual figures to show accurately the initial cost per machine, maintenance cost, and all other costs of service, to men who are thinking of air transportation.

And so we see advertising being called upon to assist in the great task of establishing the new industry of flight by announcing at once the readiness of the machines to do the work required and stirring up the public to a recognition of the needs for making commercial air service both possible and successful. In more ways than one the Martin campaign is an interesting one.

#### Chicago "Evening Post" Increases Subscription Price

The Chicago *Evening Post* hereafter will sell in that city for three cents per copy instead of two cents. This newspaper in making the announcement says the increase is necessary because of the higher price of print paper and the increase in production cost.

## ABOUT New York's transient population.

The average man will tell you 200,000 strangers come into New York every day.

A popular fallacy—unless you include the commuters, but the folks from the Oranges, Mt. Vernon and all the other

Commuters' habitats are just as much a part of New York life as the Washington Heights chap or the lady from Brooklyn or the Bronx.

*Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.*

**New York Theatre Program Corporation**

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO  
406 Tower Bldg.

BOSTON  
Little Bldg.

SAN FRANCISCO  
Crocker Bldg.

# THE JEWISH

THE realization has come quickly over all business that this is a "buyer's market."

Goods have to be sold, and sold hard. Trade has to be cultivated and the dealer cuddled.

The Jewish Market is as responsive to general conditions as any other sectional market. Nevertheless advertisers in the Jewish papers find it comparatively easier and more economical to sell their merchandise in the Jewish Market.

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# I MARKET

THE reasons are many—the tremendous buying power of the Jewish Public is still unabated; the Jewish Market is not overflooded with competitive goods; the compactness of the Jewish Field is ideal for economical distribution. But, most important of all, is the ease, simplicity and economy with which this vast market can be reached by newspaper advertising.

Through the Big Four of Jewish Journalism in America you can reach the Jewish Market at a fraction of what it costs elsewhere to sell goods.

Get the figures from any one of the four Jewish newspapers published in New York City.

*Jewish Morning Journal*

*Jewish Daily Forward*

*Jewish Daily News*

*The Day-Warheit*

## "Listen, my boy,"

said the wise Advertising Manager, "and I will tell you something about buying printing.

"Find a printing house that has background — a good past-performance record, a decent financial standing, a plant large and up to the minute, a reputation for making good, both on quality and speed — and then make the most of their capacity for service."

"Here," he said, "I'll write a name and address for you—"

Charles Francis Press  
461-8th Ave.  
New York

Telephone Longacre 2320

# Salesmen Don Overalls in Factory as Producers

Kirsch Travelers Spend Two Months Making and Shipping Curtain Rods When Output Is Curtailed by Transportation Troubles

By W. B. Swann

DURING the first quarter of 1920, sales of the Kirsch Manufacturing Company ran far ahead of any similar period of its history. The factory, keyed to a high state of efficiency by the swift pace set by the salesmen, rose to the occasion with a corresponding increase in production.

Then came transportation troubles, due to strikes, the transfer of the railroads from Government to private ownership, the car shortage, etc.

With outlet stopped by embargoes, large quantities of rods began to congest the stock and shipping rooms. One by one the employees were laid off or transferred to other departments.

In mid-April word went out to the salesmen to quit selling, for the most frequent greeting which met the salesman on his visit to a dealer was "Where is the order I placed with you last time?"

On receipt of instructions to leave the road, several of them hopped trains for the factory. "Isn't there something I can do?" said the first one to arrive. Half in joke, Mr. Kirsch replied, "Yes; put on a pair of overalls and go out in the factory."

The challenge was accepted, and right there was born the idea of calling all the salesmen in to make and particularly to ship Kirsch Flat Rods. By this time, freight shipments were beginning to move, while the let up in express and parcel post embargoes made it desirable to get partial shipments of goods off to a large number of customers in quick time. A lot of shipping was needed quickly. Why not let the salesmen do it?

Instead of "chafing at the bit," with time hanging heavily on their hands, it would give them something to do. More than that, spending time in the factory

would saturate them with the spirit of the Kirsch organization and educate them on the fine points of manufacture; in other words, make them better salesmen once conditions were back to normal.

So instead of receiving their usual notice to come to the annual sales convention, which ordinarily is held during the middle of May, the salesmen received the suggestion that they come to the factory to help get out shipments.

The letter explained how the idea came about and told how arrangements had been made to house the men at a summer resort hotel seven miles from Sturgis. In other words, it pointed out to the men that a month at the factory would have some of the aspects of an outing and would not fail to do every salesman a world of good in a physical way.

#### SALESMEN MADE GOOD SHIPPERS

The summons was received with enthusiasm and the salesmen came to a man. When the writer visited the factory the third week in April, he was much impressed with the earnestness and seriousness of the men. They were putting all the energy and pep into making and shipping rods that they were accustomed to put into selling them.

The road men assigned to the shipping department attacked the problem with a vengeance. Inside of ten days the daily shipping average had greatly increased. Men used to boasting of their daily sales confidentially told how many packages of parcel post and express they had wrapped, tagged and shipped the previous forenoon.

"My crew," said one enthusiast, "has filled 155 regular shipping cases, addressed them, made out

bills of lading and loaded them on the trucks; all since noon. Guess that's going some." And it was.

Cut and blistered fingers were shown, not in a spirit of complaint, but of pride. Everywhere the spirit of the men was "We're here to get just as many rods out as can be done by hard work every hour of every day for the month we are here."

The advertising manager saw in the pilgrimage of the road men to the factory a chance for strong publicity with the dealer. He reasoned that what a merchant wants is goods to sell. He is sick of seeing salesmen representing houses that haven't shipped the order given them on their previous trip. The dealer will like the Kirsch salesman better than ever when told how he went to the factory,



THERE WAS A SEVEN-MILE RIDE FOR THE SALESMEN TO AND FROM THEIR SUMMER-RESORT HOTEL

At the end of May, so pleased were the salesmen with what they had accomplished, that they decided to stay for another month.

While the major portion of the men were at the factory sweating with honest toil, a few were chosen to search out and speed up shipments of steel and other materials en route. The experiences of these men would fill a volume. On one occasion a car of lumber was located about thirty miles from Sturgis, and the ambassador came back with the report that the car would be in the following day, but instead of arriving it disappeared completely. Instead of taking the thirty miles straight route, it was routed through four transfer points and two weeks later had not yet arrived.

put on overalls, rolled up his sleeves and helped turn out Kirsch curtain rods.

This idea was carried out in a special issue of the company's house-organ, "The Kirsch Sales Booster."

The men absolutely observed working hours, were accorded no special favors, and were paid at the regular wage scale. The regular factory force at first was inclined to regard but lightly any assistance which the salesmen could give as producers. However, the road men set a pace which the regular workers marveled at, and the latter soon realized that to defend their laurels they would have to increase their efforts, with the result that a hot, though friendly, competition was started.

# Get The Facts!

*About the LOUISIANA-  
MISSISSIPPI MARKET*

## TRADE EXTENSION BUREAU

*Want This Business?*

*In the City of New Orleans the United States Army Retail Stores sold during the past ten months approximately:*

*1,300,000 cans of CORNED BEEF  
1,410,000 cans of BAKED BEANS  
1,560,000 cans of SWEET CORN  
3,930,000 cans of TOMATOES*

*The Army Store is about to close!*

*There, therefore, exists a wide-open Opportunity for certain manufacturers to corral the greater portion of business that has been going to the ARMY STORE.*

*We have a plan. Want it?*

*"In New Orleans—It's The Item."*

## THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

**JAMES M. THOMSON**  
Publisher

National Advertising Representatives  
**JOHN BUDD COMPANY**

**A. G. NEWMYER**  
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

The visit of the road men to the factory has been a complete success. It resulted in increased output that helped the factory to catch up. It was a wonderful tonic to the morale of the sales force. Instead of calling on the trade and hearing a round of complaints regarding non-deliveries, they were allowed to do something to alleviate the condition.

As a result of the two months in the factory, Kirsch salesmen will know the line better than ever; they will have a better standing than ever with the trade.

Much has been said of late about more work and less talk. Here is a definite example that other manufacturers could follow with much profit.

## Art Directors Club Gets Under Way

THROUGH the efforts of a number of art directors in advertising fields in New York City, an organization to be known as The Art Directors Club has been incorporated under the laws of New York.

The objects of the new club are: To promote the best interests of art, applied art and advertising by collective public participation in art affairs; to offer opportunities for social intercourse among its members; to facilitate the consideration of the problems of art, applied art and advertising and to dignify and improve the work of its members and of artists by recognition and guidance; to encourage group effort within the club for study and recreation in art training, lithography, etching, landscape painting, sketching and other subjects.

The qualification for membership calls for "an active and sustained interest in art, applied art and advertising." Membership in the club is open to: Art directors from among the advertising agencies, magazines, lithographers, printers, engravers, theatrical producers, art services, merchants and manufacturers;

free-lance painters, illustrators, designers and craftsmen, whose work comprehends in part or parallels that of art-director.

The club recognizes as an art director "one who counsels in the buying, selling and creation of art work, and whose services have been accepted in any reputable organization."

The temporary organization of the club includes the following officers and chairmen of committees:

President, Richard J. Walsh, Barrows & Richardson; first vice-president, Thomas Booth, George Batten Co.; second vice-president, Guy Gaylor Clark, Street & Finney, Inc., treasurer, Will Schaefer, The Blackman Co.; secretary, Egbert G. Jacobson, J. Walter Thompson Co.

Committee chairmen: Art Committee, Ralph Schultz, The F. J. Ross Co.; Membership, Maurice Collette, George Batten Co.; Entertainment, L. C. Pedlar, L. C. Pedlar, Inc.; Ethics, N. Pousette-Dart, Barton, Durstine & Osborne.

The club plans to obtain, at some future date, permanent quarters and galleries.

## Printing House Craftsmen Hold First Convention

The first convention of the International Club of Printing House Craftsmen was held at Washington, D. C., August 21, 22 and 23. One of the most interesting features of the programme was the trip through the Bureau of Engraving and Printing and the Government Printing Office.

Percy R. Long, Curtis Publishing Company, was elected president; John Kyle, *Pictorial Review*, first vice-president; W. R. Goodheart, Stromberg, Allen & Co., second vice-president; John J. Deviny, Bureau of Engraving and Printing, treasurer.

## New Typographic Service at New York

Peter N. De Mott, recently production manager of The Cowen Company, New York, has become president of the Beacon Ad-Service Company, a typographic service organization recently formed at New York. Max Epstein, president of the Beacon Press, is vice-president of the Beacon Ad-Service Company.

The Rothschild Bros. Hat Company, through the Gardner Advertising Co., is running a well-sustained schedule in The Minneapolis Tribune.

The Kellastone building product is being popularized in Minneapolis and throughout the Northwest by a campaign, comprising large and convincing copy in The Minneapolis Tribune. Simonds & Simonds Co. is placing the copy.

Dickinson & Gillespie, Minneapolis realtors, used large space recently featuring "Something Different"—a 140-acre lake estate, Minnetonka Manor, sub-divided as lots, acres and five-acre tracts. Attractive buying terms were offered.

The Plymouth Clothing Company of Minneapolis has just completed a very satisfactory "78th Semi-Annual Shirt Sale," employing the slogan, "An Old-Fashioned Combination of Quality and Value."

Having recently announced that its saving department will be open Saturday evening between the hours of 6 and 8, the Northwestern National Bank of Minneapolis is featuring the new hours with a series of attractive advertisements in The Minneapolis Tribune, in which are illustrated the

various clocks on the buildings of Minneapolis.

The Dayton Company, one of the big department stores of Minneapolis, has just completed one of the most successful midsummer sales in its history. The sale was put on for nine days and practical under-priced values were offered in every department. Page and double-page spreads were carried in The Minneapolis Tribune.

Critchfield & Co. have been putting over some high-spot merchandizing service in connection with the coffee campaign recently placed for Atwood & Co. of Minneapolis. This is one of the largest coffee campaigns ever scheduled in the Northwest, quarter-to full-page space being used in The Minneapolis Tribune.

The Corning-Firestone Agency, St. Paul, is specializing on a line of bakery advertising that is stirring up that business in the Northwest and bringing firms from cover that never advertised before.

MacMartin of Minneapolis is building up a large line of desirable food accounts and Minneapolis is becoming known as the cereal try-out city of the country.

# The Minneapolis Tribune

## First in Its City

### First in Its State

### First in Its Federal Reserve District

*Member A. B. C.*

## Largest Home Carrier Circulation

# HOFSTADT

## THE NATIONAL

### TULSA MANUFACTURERS ARE KEEN OBSERVERS

From first hand information they know that the Tribune is read only by people who pay for it.

The Hofstra Manufacturing Co., like other Tulsa manufacturers, insist that complete schedules appear in the Tribune, because they are aware of the accomplishment that placed Tribune circulation among the LEADERS in the QUALITY CLASS.

#### CIRCULATION RECEIPTS

1919	Daily Average Circulation	Circulation Revenue	Average Net Return per Copy
November . . . . .	22,750	\$4,010.54	.006
December . . . . .	20,534	\$5,106.78	.0077
1920			
January . . . . .	19,288	\$7,675.63	.011
February . . . . .	18,165	\$6,742.03	.01
March . . . . .	18,617	\$8,696.81	.014
April . . . . .	18,395	\$8,374.95	.015
May . . . . .	19,750	\$9,300.97	.015
June . . . . .	19,959	\$9,316.03	.0155

Increase in net return per copy from November, 1919, to June, 1920, .0095

We are pleased to find space buyers becoming more and more interested in the financial element in connection with newspaper circulations.

A CIRCULATION  
GOOD AS GOLD

# The Tulsa

RICHARD LLOYD JONES, Editor

National Representatives : G. LOGAN PAYNE COMPANY

CHICAGO, ILL.  
Marquette Building

DETROIT, MICH.  
Kresge Building

ST. LOUIS, MO.  
Carleton Building

NEW YORK  
Fifth Avenue

# TRA IL INSECTICIDE



## Used Around the World—

A Powder so fine it floats like smoke. You spray it in the air with the handy Hofstra Gun. Goes everywhere. Envelops flies and many other insects, completely. Kills by suffocation. Clean, quick, effective and simple to use. Not a poison—safe anywhere. Sold by druggists and grocers in U. S. and foreign countries.

**HOFSTRA MFG. CO., Tulsa, Okla**



# sa Tribune.

75% PAID  
IN ADVANCE

T. F. McPHERSON, Business Manager

National Representatives: PAYNE, BURNS & SMITH, Inc.  
NEW YORK, N. Y.  
Fifth Avenue Building

BOSTON, MASS.  
100 Boylston Street



**Garden Seeds  
Flowers & Shrubs  
are on  
the Farm Woman's  
Shopping List**



Your opportunity for reaching 700,000 farm women is in the advertising columns of

**THE  
FARMER'S WIFE**

*A Magazine for Farm Women*

WEBB PUBLISHING COMPANY, PUBLISHERS,  
ST. PAUL, MINNESOTA

*Eastern Representatives*  
Wallace C. Richardson, Inc.

381 Fourth Avenue  
New York City

*Western Representatives*  
Standard Farm Papers, Inc.

1341 Conway Building  
Chicago, Ill.



Members, Audit Bureau of Circulations

Ac  
People

**"Those  
Radishes**

strike me as being about right! Where did you get the seed?" asks a farmer of his wife. And she tells him just where that seed came from and whether the variety is Early Breakfast or White Icicle. The farm woman is the buyer of garden seeds, shrubs and nursery stock.

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# Advertising a Duty to the Public as Well as to Business

People Should Be Told of New and Useful Inventions, and They Quickly Respond

By John E. Weier

Advertising Manager of Foamite Firefoam Company

**A**DVERTISING is always a duty which a manufacturer or merchant owes to his business. Sometimes it is more than that; it is a duty due not alone to the business but to the public as well. People must be told. If they are not, is not the loss to them far greater than that sustained by both manufacturer and merchant?

Experience shows that the public always welcomes the new and useful, if properly told about it. The manufacturer has but to ask himself, "Will my product benefit its user?" If the answer is in the affirmative, he should go ahead with the biggest advertising campaign his production and distribution resources permit and straightway make ready to enlarge his facilities.

Proofs of this appear in almost every issue of *PRINTERS' INK*, from the romance of Carnation Milk to that of the Gem Jelly Doughnut. Another proof is found in Firefoam, that no one should wait for a good thing to do its own advertising. It won't—at least, not quickly. It is bad news, not good, that travels fast. When prices fall, the mail is speedy enough, but the wireless tells of a rise! If you have a good thing, find its points of advertisability, then throw in your high gear.

When Foamite Firefoam was invented it was thought that it would advertise itself. It was believed that every fire smothered by Firefoam would spread the news of Firefoam, and that after a few big fires everybody would be talking about their product. There seemed to be no problem at all. But there was; in fact, there were several of them. It was soon found that a fire extinguishing product is in this very singular

situation—the better it is, the less it advertises itself beyond the range of those who see it work.

When a fire is quickly smothered—well, there isn't a fire that gets talked about. It is only the big fires that get on the front pages. The little fires that might have been big ones, but were swiftly extinguished, do not always appear, even under the heading "Fire Department News."

Everybody knows that fire cannot live in the presence of carbonic acid gas. But either the wind, or the draught created by the heat, carries the gas away, and the fire goes merrily on if it is in the open. Elmer Gates, of Washington, D. C., saw that what was needed was some kind of foam, all bubbles like soapsuds, which would hold the gas down on the fire and blanket it in face of any wind or draught.

## ANOTHER MATERIAL "DIFFICULT TO ADVERTISE"

Some years later (for Gate's discovery, not being advertised, was long in being recognized) more experiments produced the product which was named "Foamite." It is a black liquid, about the consistency of molasses, and forms a foam the color of the froth on top of a chocolate ice-cream soda, so thick, tough and leathery a knife will stand up in it. It clings to any material, coats any surface, and will float on any liquid. It not only kills fire, it prevents re-ignition, and does no damage to anything, flesh or fabric.

Down around the big oil properties, where its action was seen, Firefoam certainly did quickly make itself talked about. For example, on July 19, 1916, lightning set fire to three big tanks of the

Gulf Refining Company at Port Arthur, Texas, containing 1,590,000 gallons of gasoline; but all three tanks were extinguished by Firefoam within twenty minutes and with a loss of less than a half of one per cent. On August 7 following, on the same property, lightning set fire to a tank containing 50,000 barrels of kerosene and was extinguished with a loss of less than \$500. But three tanks of crude oil struck by the same flash, and not protected by Firefoam, were completely destroyed, and the loss was \$200,000.

But while many of the oil folk got to know all right, the public in general did not. Not all the oil people did. The Foamite Firefoam Co. recognized that it was its duty to tell the people at large about Firefoam and not leave them to find out for themselves. In other words, it saw that its duty to the public demanded that it advertise, and on as large a scale as possible.

The loss in oil and gas fires around oil properties in the United States amounts to an annual total of nearly two and a half million dollars. The fire losses in New York State alone amount to another two and a half million dollars a year. The total annual fire loss in the United States is estimated to reach an average of no less than \$3 a head for the entire population. In addition, the risk of fire is continually increasing because of the increasing production in processes requiring inflammable liquids. Furthermore, in addition there is a daily average of 1,200,000 wards of the nation housed in public institutions.

There was another point which showed that advertising on a large scale was necessary for Firefoam. The business was following along the lines of a natural growth. The company began with the simple sales of the material and apparatus. It soon saw that effectively to master fire it was necessary to get prevention balanced with risk, and that this was a highly specialized engineering job, demanding the knowledge, skill and experience of trained experts.

This point merits a little enlargement because it illustrates how easily a firm might injure, and perhaps even destroy, the reputation of its product unless ready to go ahead with it and follow its call to the limit. The company might have been content to say, "Firefoam will smother fire, here it is"; but a Ford won't do the work of a consolidated locomotive, nor will a blanket meant for a baby's cot keep a couple warm in a double bed in the depth of winter. The company had to see that it supplied sufficient material and the right sort of equipment to produce a blanket big enough. From chemists, the company had to develop into fire fighting expert engineers.

#### OVERCOMING THE DIFFICULTY OF DESCRIBING THE PRODUCT

There, then, was the advertising problem. It was necessary to sell to the people at large the fact that Foamite Firefoam kills fire. It was also necessary to sell our expert service to those with large or unusual fire risks, so that in no case should there be a chance of failure. The first difficulty was description. How could Firefoam be described?

One man, when asked, threw up his hands and said, "That's like asking a man to describe the taste of cheese to one who has never seen cheese. I might tell him it did not taste like bread, milk or lemon meringue pie, but what idea would that give him of the taste of cheese?"

This difficulty, however, was overcome in the Firefoam copy. Here is one example:

"Foamite Firefoam, a new product of American inventive genius, has revolutionized fire fighting. Fire at its worst has been met and mastered. Foamite Firefoam smothers fire quickly.

"Foamite Firefoam not only masters blazing oil; it masters fire of every type and origin. Furthermore, it neither harms nor destroys. Applied on fire-threatening surfaces, it insulates fire and heat.

"Firefoam is a lather-like blanket composed of minute but

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No. 5 of a Series on  
Personnel



DON CARLOS ELLIS  
Director of Scenario Department

HARRY LEVEY selected Mr. Ellis for this work because few men have had more valuable preparation. For the period of the war he was in charge of the film division of the U. S. Department of Agriculture, where he was responsible for the production of that Department's educational and propaganda films on increased food production, biology, forestry, chemistry and allied subjects and the building up of its motion picture organization. The Secretary of Agriculture selected him for this post from the Government's Forest Service, where for six years previous he was in charge of its educational branch, corresponding to the advertising department of a commercial institution, and including its film advertising activities.

Mr. Ellis has also had an extended experience as a magazine writer and in general publicity and sales promotion, and a breadth of education which adds materially to his success in scenario work. He has brought to Harry Levey Service Corporation a skill in originating and developing scenarios of high artistic merit, and with effective selling ideas behind them which have contributed largely to the enviable position held by this organization in screen advertising.

## HARRY LEVEY SERVICE CORPORATION

*Producers and Distributors of  
Industrial Educational Films*  
NEW YORK CITY

**Temporary Offices: 1662 Broadway**

Studios: 230-232 West 38th Street

durable bubbles of carbon dioxide gas. This blanket is highly adhesive, coating and clinging readily to all burning surfaces—even floating on the most volatile liquids."

Then the idea of the way that Firefoam covers fire is driven home by the form of the name-plate. Solid letters have their tops covered as if by a fall of snow. In the color pages these letters are in red, capped with white—a description of Firefoam in themselves. Borders are similarly "foamed."

Full pages in two colors, black and red, are used in national mediums here and abroad. Pictures of great fires are employed with very striking and often beautiful effect. But, of course, these are only attention getters. We have pictures—photographs—a sort of "before" and "after"—showing the effect of Firefoam on great flaming fires. It was a nice point whether or not to use these in our page advertisements. We decided that the pictures of fires which the people had read about would be more effective in catching the attention.

But in one instance we were able to combine the two. This was in the case of the fire at Long Island City on September 13, 1919. The fire occurred at night and we got a wonderful night view of the blaze just when it was at its height. The copy for that advertisement ran:

"Fire—Fire at its worst—meets its master.

"The great oil fire at Long Island City, September 13, marks a new high point in the history of fighting man's most relentless enemy—fire.

"Hereafter fire must reckon with a power greater than itself.

"Foamite Firefoam, a product of American invention, gives notice to fire, 'You shall not pass!'

"This happened:

"Burning oil stored in huge tanks made a conflagration acres in extent. Scattered through this roaring area twelve tanks protected by fire's new master, Foamite Firefoam, with their contents, were sayed. Even the roofs of

the twelve tanks came through unharmed.

"More: On September 17, two other tanks burning unchecked for four days were put out in twenty minutes, after a fresh solution had been applied.

"This was blazing oil, but Foamite Firefoam masters fire of every type of every origin in every American industry."

Other advertisements give the names of the big and well-known concerns that have adopted Firefoam protection. But every piece of copy carries a request "Write us" or "Send at once for our new booklet." The advertisements are meant to bring inquiries; the rest depends almost entirely on the follow-ups; that, of course, goes without saying.

That the advertising has been successful is shown by the fact that in its first year the business of the Foamite Firefoam Company increased sevenfold and in the first six months of this year trebled that of the closing six months of last year. It pays to fulfil the duty of advertising a new and useful product to the public in a large way.

### Will Show Dealers How to Sell Underwear

A course of instruction in selling underwear for the benefit of retail dealers and their salesmen will shortly be inaugurated by Robert Reis & Co., underwear manufacturers and jobbers.

"We have long felt," the Reis company says, "that most men's clothing stores selling underwear, men's furnishing goods stores and men's departments in department stores, have emphasized the sale of neckwear, shirts and other accessories, while underwear has been somewhat neglected. It is natural for the average salesman to want to sell neckwear, shirts, jewelry, hats, etc., because in most cases all of this merchandise is different in color, style and form. Practically all winter underwear comes in gray or white. There is nothing spectacular or dramatic about this class of merchandise but, when the dealer figures his net profit on the sales of it in comparison with other groups in the store, he finds that underwear shows him a very handsome profit and is the foundation on which his business should grow.

"Therefore, we are going to try to give the instruction that will encourage the sale of underwear with conferences that will start about the first week in October."

# The Hartford Times

Hartford Advertisers Vote on the Reader-Advertiser Merits of Their Newspapers

By JAMES ROBERT McCUTCHEON

THERE is always something new under the sun. American genius makes it necessary. This time, "the something new" is the idea of having Hartford advertisers vote on the merits of their newspapers, that is, vote on fourteen questions submitted to them by the writer. Each question has a particular bearing upon the reader-advertiser efficiency of the Hartford newspapers, and each question covers a point National advertisers want to know about. I find that a total of 196 votes was received, and that 148 of these votes went to the Times. This is a margin or majority that means much to every advertiser and to every agency space buyer throughout the country. The table below gives the questions and the record of votes sent me:

	Courant	Post	Times
Which paper has greater family influence?.....	5		14
Which paper gives the best news service?.....	8		6
Which paper gives best features?.....			7
Which paper do you think would be best for out-of-town advertisers?.....	4		11
Which paper is the best made up and printed?.....	5		8
Which paper has served you best for business purposes?.....	2		14
Which paper is recognized as having largest circulation?.....	1		16
Which paper is considered most progressive?.....	2	1	8
Which paper is most anxious to help advertisers get results?.....	5	1	6
Which paper is most careful about the advertising it prints?.....	3		9
Which paper pays most attention to getting up advertisements?.....	3	2	9
Which paper is strongest in reader confidence?.....	1		14
Which paper is best for automobile advertisers?.....	5		10
Which paper would you use if only one was to be selected?.....			16
TOTAL VOTES.....	44	4	148

It will be seen that the Times is in a class of its own as an advertising medium, and that twenty leading advertisers have voted it as the dominating factor in their everyday business affairs. What the Times is doing for local advertisers, it will naturally do for National advertisers. The same rule of efficiency applies to local and out-of-town space buyers. In Hartford, it is the Times. The cold figures or records of votes shown above prove it. The best reader newspaper is always the best advertiser newspaper.

FOREIGN REPRESENTATIVE  
KELLY-SMITH COMPANY

47 West 34th Street,  
New York, N. Y.

Lyton Building,  
Chicago, Ill.

better  
paper

~~~~~

better  
printing

S. D. WARREN COMPANY

BOSTON, MASS.



Printing Papers



*The illustration shows a case of Warren's Lustro with the Top Sheet printed. A feature of Warren's packings is the printed Top Sheet—evidence of the tested printing quality of the paper.*

**T**HREE is logic in the connection between Better Paper and Better Printing. But we do not want to proclaim Better Paper as the *only* thing necessary to Better Printing.

Into every job of work well done there enters a moral question of men and methods.

Do you know how to deal with a printer? Do you demand that he "sell you" on suggestions that he makes for your benefit? Do you help him to understand just what your catalog or your booklet is to mean to you, your salesmen, your distributors, and your customers?

Did you ever hear of a man calling up a printer and telling him that circumstances permitted him more time to finish a particular job?

These things, as well as Better Paper, affect the production of Better Printing.

The reason for the standardization of Warren's Standard Printing Papers and the reasons for each of the dozen different Warren Standards are that we understand just what blank paper means to a printer. Also we understand just what printing means to a man who has merchandise to sell.

Examples of printing on Warren's Standard Printing Papers are to be seen in Warren Service Pieces, Suggestion Books, and Brochures, which the larger print shops have on exhibit. These books are also in the offices of leading paper merchants, and in those clubs whose libraries are devoted to the examples and lore of printing.

S. D. WARREN COMPANY  
Boston, Mass.



**Printing Papers**



Warren's  
STANDARD

## Printing Papers

We are always glad to advise on the use of any of our papers, to make dummies of them, and to offer specimens which show the kind of work that may be done by any good printer who uses them.

Besides Warren's Standard Printing Papers, The Lindenmeyr Lines include Buckeye Covers, Princess Covers, Wonderfold Enameled Book, Pennmont English Finish Book, Strathmore Covers and other well liked papers.

### Henry Lindenmeyr & Sons

Established 1859

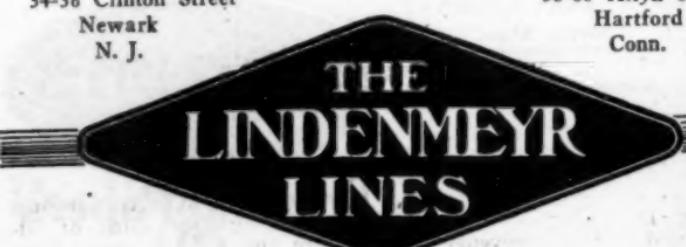
32-34-36 Bleecker Street

16-18 Beekman Street

New York City  
N. Y.

54-56 Clinton Street  
Newark  
N. J.

58-60 Allyn Street  
Hartford  
Conn.



THE  
LINDENMEYR  
LINES

# Solving Labor Troubles by Advertising

First of All, the "Goods Sold" Must Be Honest—Remember That Working Men Are Primarily a Part of the Big General Public

By Samuel Crowther

IT was an ingenious soul who discovered that the working man might be made extremely satisfied with his lot, and give up a certain penchant for high wages and little work with an occasional strike for vacation just to vary the monotony, if only his place in the community and the uncommon fairmindedness of his employer were sold to him by advertising. The idea is not without its appeal to the "busy executive."

A lot of problems have been taken off his hands by skilled advertising. A reasonable number of sales difficulties have been overcome by the extensive use of the printed word. So why not apply the same methods to labor?

"The trouble with the working man," so goes the appeal, "is that he does not understand his place in the community. He is being continually urged away from his work by agitators, so why not urge him back to his work by advertising?"

On this plea, coupled as it sometimes is with what is called Americanization, some hundreds of projects are being offered to the executive who employs any considerable number of workmen. And, sometimes, where no one in the community seems to have quite enough money to go through with the entire plan, it is being sold on a community basis.

Some of this advertising is good; most of it is not only bad in that it does not and cannot produce the promised results, but also because it may easily tend to make critical a situation which has latent in it very grave forces. The reaction to untruth is commonly violent. The man who thinks he has been buncoed is apt to think lightly of the obligations of citizenship. If he has been mentally shanghaied he wants revenge.

On the other hand, it may be that the advertiser is only buncoing himself. It does not help the advertiser somewhat blatantly to proclaim himself a fool. That, for instance, was the situation of the Government in labor matters during the war. Someone conceived the notion that there was a shortage of labor, and experts and statistics were at hand to prove the truth of the assertion. The experts provided the statistics. Up until that moment we had never had any experts in labor statistics, but apparently they were dropped on the planet during the night. Or perhaps they were gifted somnambulists whom somebody forgot to awaken. But anyway, at once we had a labor shortage, and it became necessary, by extensive advertising, to inform all the able-bodied men of the country not actually with the colors that they would be contributing a splendid measure of public service by working in the shipyards and in the munition factories in return for more money than they had ever before thought was in the world.

## WAS IT A CASE OF OVERSELLING?

I believe that it is declared by those somewhat close to the subject that we could not have won the war had not the workmen been assembled by the patriotic appeal of advertising. The thought suggests itself that it is not difficult to persuade a human being to accept a large amount of money for a small amount of work. The war advertising undoubtedly sold to the workmen the advantages of that sort of a job. It pinched him and told him that he was not dreaming—that easy money was here in the flesh. Also it promoted in him the spirit of adventure and led him about from

job to job so that he might survey the beauties of the country and the varied magnificences of the wages that the Government had provided at various points of the journey.

The Government advertising on labor during the war did not fail. It was a great success, in one way of thinking. It rang the bell, but the wrong bell, because at the beginning it did not know what bell it wanted to ring. It went forward on the assumption that the workman had to be persuaded to work for the winning of the war—that he was naturally unpatriotic. The wage offerings followed the same idea. So, what the advertising really did was to convince the people of the country that the Government was not only an easy mark, but pitifully pleading to be taken in.

It is a similar lack of visualization that makes most labor advertising to-day utterly ridiculous. Commonly, it is without information on these two really controlling points:

(1) Is there a worth-while labor policy to sell?

(2) To whom is it to be sold?

The best salesman and the best advertising are always in the goods. No one in these days questions that advertising cannot be both reputable and effective unless that which it seeks to sell is reputable and useful. There is a distinction between advertising and hot air. Therefore, it follows that without a carefully considered and wholly fair labor policy there is nothing to advertise. And, if in spite of that fact, advertising is resorted to, then its effect will be to convince the men that the management is endeavoring to take a crooked advantage of them. It gets into the class of oil stock promotion.

It is quite impossible here to define what is a fair labor policy. There is no one universal policy that can be standardized and adopted everywhere. Fairness is a question of circumstances, but it can be said with absolute accuracy that any labor policy formulated merely with respect to its good selling qualities is bad.

And not only that, but an eminently fair and admirable labor policy may fail to function if it is considered as an advertising asset. It is the most dangerous thing in the world for a company to advertise that its product is made by happy workers. One instinctively suspects a man who is forever talking about the beauty of his home life as being either in process of trying to convince himself of what is not a fact, or of trying to prevent people from wiggling the bones of the family skeleton. It is all well enough to advertise that the milk you sell comes from contented cows—cows do not mind being exploited as contented. They do not real much.

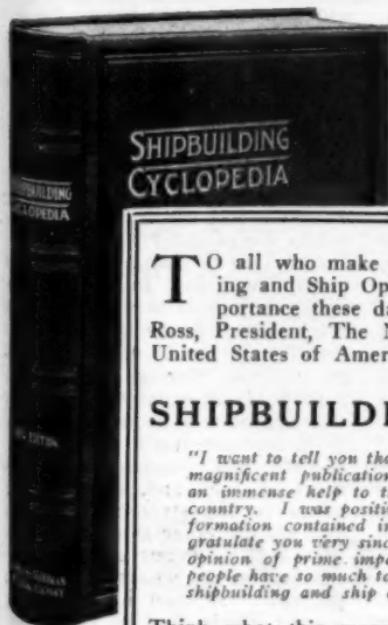
But when a company advertises how contented are its people, it is advertising a conclusion with which its people may not agree. Or, even if the contentment is a fact, the men involved may prefer to be presented, if at all, as human beings and not as a herd of well-fed, trained seals.

#### JUST A MAN, AFTER ALL

Neither does the worker like to be appealed to, or presented as a huge paper-capped animal with an inadequate shirt through which bulge muscles that suggest an intensive physical culture course. The manual worker whose opinion really counts no more desires to be stamped as a member of a class than any of the rest of us do. There is no class garb in America. The worker will wear a union button or some other symbol while on the job, but you will not find any such decoration on him when he is parading down the avenue.

The single effect of the idealization of the worker in word or in picture is to help create that class consciousness upon which all proletarian movements are founded. That is the sort of thing that Marx wanted to get over, and it is the chorus of every radical appeal. Such advertising contributes to the class war.

Or again, the advertising may be pitched with the thought of putting "the fear of God" into



*"Of prime importance these days"*

To all who make products used by the Shipbuilding and Ship Operating Industries, of prime importance these days are the words of P. H. W. Ross, President, The National Marine League of the United States of America, concerning the

## SHIPBUILDING CYCLOPEDIA

*"I want to tell you that I think this is one of the most magnificent publications I have ever seen, and it is an immense help to the maritime development of our country. I was positively amazed at the wealth of information contained in its pages, and I want to congratulate you very sincerely on something that is in my opinion of prime importance in these days when our people have so much to learn in the business and art of shipbuilding and ship operation."*

Think what this means to you who desire to place your product before those possessing the Buying Power of the Shipbuilding and Operating Industries, and bear in mind that due to the fact that the Catalog Section of this book is made an integral part of the text by the method of indexing, it places your sales message before every man of importance here and abroad who has to do with designing and building ships.

Remember the 1921 Edition of the SHIPBUILDING CYCLOPEDIA is now in preparation, and don't fail to recognize the prime importance to you to know fully the real selling value a message in its Catalog Section means.

*Send for particulars, rates and reasons why this Cyclo-  
pedia affords the sure method of reaching those who  
buy for the marine field.*

## SIMMONS-BOARDMAN PUBLISHING CO.

*"The House of Transportation"*

Charter Members A. B. C. and A. B. P.

## WOOLWORTH BLDG., NEW YORK

CHICAGO  
Transportation Bldg.

CLEVELAND  
The Arcade

CINCINNATI  
First Nat'l Bank Bldg.

WASHINGTON  
Home Life Bldg.

LONDON  
34 Victoria St.

Publishers also of *Marine Engineering*, *Railway Age*, *Railway Mechanical Engineer*, *Railway Electrical Engineer*, *Railway Signal Engineer*, *Railway Maintenance Engineer*, *Boiler Maker*, *Locomotive Cyclopedias*, *Car Builders' Cyclopedias*, *Material Handling Cyclopedias* and *Maintenance of War Cyclopedias*.

the mind of the worker through a graphic demonstration that Bolshevism and its activities always destroy and never construct.

We have recovered from our first Bolshevik fright, and probably even the Attorney-General can come upon a red dogwood tree without wanting it deported. But there is still something of the feeling that if only we show the uninformed worker the utter dreadfulness of endeavoring to change conditions or monkeying with the buzz saw, that then all will be well.

Now the working man does not constitute a distinct public. He does not regard himself as different from any other citizen. The proletariat is a fiction which can be made a fact only by advertising. There is no laboring class—out of working hours. No one has ever yet been able to bundle up and deliver the labor vote. So, therefore, when we advertise to labor as a class, we are advertising to a public that does not exist.

That which can be advertised to the general public is the economic truth that wages and profits both come out of the production—that quarrels about distribution are premature if there is nothing to distribute. These truths are of general application, and the need of realizing them is just as acute among managers as among workers. There is not the slightest difference between a union holding up a shop for outrageously high wages and short hours and a management holding up the production of a product so that it may be sold at a high profit. Both are economic cholera and have to be treated as such—although the treatment may vary. Curiously enough, one gets the best results in "writing down" to the average employer in order to get him to read and "writing up" to the average workman so that he may return the compliment you have paid to his intelligence by reading what you have to say.

So much for the general advertising. Within a particular locality or factory the methods may be more intimate, and there is the

widest possible field for employees' magazine advertising—provided that the management is willing to deliver what it advertises and is intent not upon satisfying labor, but upon reaching a basis of economic understanding.

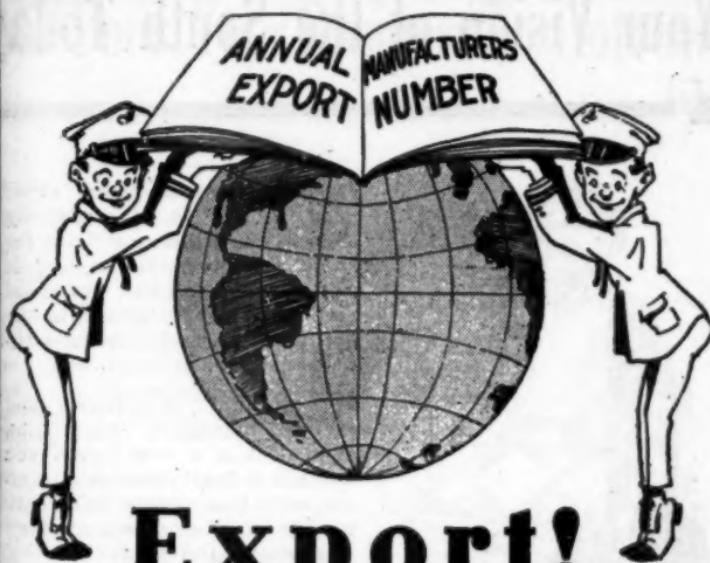
Advertising cannot do more than awaken an interest in the goods: it will not make the goods—it is not of itself a labor policy.

And I think that a fair-minded management can, in any dispute in which it is in the right and its workers are in the wrong, settle that dispute by an appeal to public opinion through the newspapers. I am equally certain that this appeal will be most effective if it confines itself to a simple, accurate and comprehensive statement of fact, and, if it further offers to the strikers or to the men on the other side of the dispute a like amount of newspaper space, free of charge, in which to reply. A man in the wrong always insists that he cannot get the ear of the public. Call him—give him the chance!

It is not worth while buying space in which to present untruths. If the urge to advertise to labor cannot be controlled—if it is all consuming—then at least tell the whole world. The most effective advertising to labor, however, says nothing at all about labor. The company that makes a thoroughly honest article and sells it at a thoroughly honest price will rarely have labor trouble, for it will convince its workers of its sincerity by its actions. And, on the other hand, a concern that advertises a dishonest article as honest and sells it at a dishonest price, must and should expect to have labor trouble. For the workers, being human, will want to be in on the swag.

#### United Typothetae Convention at St. Louis

The thirty-fourth annual convention of the United Typothetae of America will be held in St. Louis on September 13, 14 and 15. The industrial and paper situations will be discussed at this convention. The programme will be supplemented with a printing, advertising and educational exhibit.



# Export!

## Cover Foreign Fields

with

# POWER BOATING

November POWER BOATING is the 13th Annual Manufacturers' Export Number. It will go to dealers in powerboats, engines, equipment and accessories in every boating center abroad. It will thoroughly cover the United States and Canada as well.

Exceptional editorial features, including a directory of over 800 American-made marine engines, will cause this number to be filed for reference throughout the coming year and will give a high degree of permanence to your advertising. This number will be the foreign sales representative of American manufacturers of products for the boating field. It affords an advertising opportunity of exceptional merit.

**Forms Close October Ten**

*Make Reservations Now*

# POWER BOATING

Member

Audit Bureau of Circulations  
Associated Business Papers, Inc.

Penton Bldg., Cleveland  
220 Broadway, New York

# Your Vision of the South Today



Is your business vision clear, keen, virile? Is it constantly alert to show you new fields for trade activity? If so, let it visualize for you the wonderful commercial opportunities in the agricultural South—the wealth-belt of America!

Manufacturers, advertising and sales managers, advertising agents—it is a *new* South you will see today! Southern farmers with their debts paid, cash in the bank, progress as their watchword and producing 40% of the total agricultural wealth of the United States! More than that, these wide-awake, aggressive Southern farmers are eager to buy meritorious merchandise—here then, is your trade opportunity!

## THE SOUTHERN FARM PAPERS

### PROGRESSIVE FARMER

Birmingham, Ala.      Raleigh, N. C.  
Memphis, Tenn.      Dallas, Texas

### SOUTHERN PLANTER

Richmond, Va.

### MODERN FARMING

New Orleans, La.

SOUTHERN AGRICULTURE

Nashville, Tenn.

### FLORIDA GROWER

Tampa, Fla.

These papers reach the Southern farmers; no waste circulation.



May shows  
titles of pap  
er Papers

# Will Boost Your Business Tomorrow

Farm customer-contact and dealer-distribution in the South are two merchandising problems most satisfactorily, economically and thoroughly solved by the Southern Farm Papers! Nearly a million Southern farm families have confidence in the editorial and advertising policies of these Papers.

They plow and plant, cultivate and market their crops, manage their farms and, most interesting of all, *consider and choose the goods they buy*—all with the aid of their favorite Southern Farm Paper! The manufacturer whose message appears in these Farm Papers, gets the benefit of a reader-responsiveness and dealer-influence which is invaluable in building permanent business for to-morrow.



## SOUTHERN FARM PAPERS' ASSOCIATION

ARMING

ns, La.

SOUTHERN

CULTIVATOR

Atlanta, Ga.

RURALIST



*“Look well, then, to the  
hearthstone; therein all  
hope for America lies.”*

—Calvin Coolidge

The Youth's Companion  
does just that, and its  
every hearthstone gathers  
five members about it.

THE YOUTH'S COMPANION, *For All the Family*  
Boston, Massachusetts

New York Office, 1761 Flatiron Building

Chicago Office: 122 So. Michigan Boulevard

# A City Sold to Its School Children

Civics, Political Economy and English Composition Give Municipal Advertising a Hand

By C. B. McCuaig

AS the train pulled into Buffalo someone made an unkind remark about the appearance of the waterfront.

"Well," said the Western manufacturer, "they ought to have a good town. They certainly catch their city boosters young enough."

"How do you mean?" asked the salesman he was talking with.

"I've got a young nephew here, twelve years old, and he's some kid. I haven't any children of my own, and this lad and I are good 'pals.' About once a month I get a letter from him. Usually it is about one page long and half of it taken up with explaining that he has nothing to say. The other half tells me the family is all well, and then at the end there is a 'P.S.' intimating he could use about five dollars in his business.

"All his letters run true to form, except one I got a couple of months ago. That one started out: 'Dear Uncle Ed: My teacher says we ought to write to someone and tell them what a wonderful city we live in, so I'm going to write to you,' and then he went on with the longest lingo you ever saw about raw material, cheap power, transportation and all the rest of it. You'd have thought the kid was some kind of an industrial commissioner if his spelling had been a little better. I couldn't figure out where the boy got all his 'dope,' so I asked my sister, and she says they teach it to them in the schools. What do you know about that!"

It was early last spring that Buffalo began a campaign to "sell" the city to its school children, and through them to the parents, by the use of advertising, both newspaper space and what was really direct-mail advertising—only the mails were not used. The idea was started by the Chamber of Commerce, but most of the real work was done by the Department

of Education of the city.

The first move was to prepare a lot of literature telling about the things which make Buffalo a great city. This was not done in text-book style, but the facts were "sold" to the reader much as one would sell the advantages of a winter resort or a sanitarium, plain statements of fact "dolled up" to seem enticing. One part took up Buffalo's industrial products, another transportation and shipping facilities, how the town is governed, factory locations, financial conditions, power, geographical advantages, supply of raw materials. In short, the campaign covered all of Buffalo's advantages most completely.

These booklets were turned over to the children in the schools and they were required to study them. They learned about Buffalo's production of steel and pig iron; that the foundries and machine shops are turning out over \$23,000,000 worth of finished products; that Buffalo supplies over 50 per cent of America's coal-tar dyes, and a score of other facts.

#### OF COURSE, CHILDREN TOOK INFORMATION HOME

They were all facts that every citizen ought to know about his town. But mighty few do. They were drilled into the youngsters as carefully as their spelling and arithmetic, and it is safe to say they know them now along with details too numerous even to outline, for the booklets did not confine themselves to generalities, but went into a careful study of every important plant in the city, taking up its manufacturing processes, its product and what it is used for, as well as transportation and the supply of raw materials. Not only were the children trained, but their parents got it too, second-hand, and it all helped.

Then came the advertising cam-

aign in the daily papers. This was aimed more at the parents than at the children. The copy featured a "Buffalo Week," during which industrial exhibits were on view at all of the high schools. Thousands attended and learned things about their home town they had never dreamed of before.

As a grand climax to the campaign, each one of the high school students was required to write a letter, as an exercise in composition, to the mayor of some town or city telling him the advantages of Buffalo. The mayor sometimes turned the letter over to a reporter, who made it the basis of a story, not always with a serious viewpoint, but getting across the name of the city just the same. A few papers in larger cities featured the letters on their editorial pages, pointing the spirit of progress which prompted them.

On the whole, Buffalo's plan to "sell" the city to its children worked out very well, and other cities are taking up the idea.

### Colored Moth Balls Sold as "Gasolene Economizers"

COLORED moth balls are being advertised as "gasolene economizers," and the National Vigilance Committee of the Associated Clubs has warned publishers of newspapers and other periodicals against acceptance of advertising of such preparations in order that they may not become parties to a fraud upon their readers. In its report on this new fraud the Vigilance Committee says:

"Persons throughout the United States are selling ordinary preparations of naphthalene (which is the preparation used in making the ordinary moth ball of commerce) as a product guaranteed to increase the efficiency of gasolene in motor car operation to an extravagant degree, to remove carbon from cylinders and to eliminate most motor troubles. Distributors of these products advertise that their use will increase

the efficiency of gasolene 15 to 100 per cent, and that power equal to that obtained from a gallon of gasolene can be obtained at a cost of only 2 to 5 cents. These products are marketed by advertising in newspapers and periodicals, by literature sent through the United States mails and by the personal solicitation of agents.

"Chemical analysis has shown that these 'economizers' are composed of naphthalene and of nothing else, though they are generally colored or disguised in some way. Naphthalene has no effect whatever, in the quantity advised, on the efficiency or performance of gasolene. The United States Bureau of Standards has tested products such as these and has this to say of them:

"The natural conclusion from the tests so far performed is that nearly, if not quite all, the seeming improvement in engine operation when these 'elixirs,' etc., are added to the gasolene is due to the reduction in the proportion of gasolene used, caused by readjustment in the carburetor, which is nearly always recommended to be made when the new fuel 'dope' is added. It is, of course, a well-known fact that many engines, particularly automobile engines, are habitually operated on too rich a mixture, mainly for the sake of ease of starting and satisfactory operation when first started, and that the reduction in the proportion of gasolene to air will often produce all the desirable results claimed for these 'tonics,' etc., without the addition of any foreign material whatever."

"This appears to be sufficient explanation of the testimonials received."

### W. R. Graham with Doremus & Co.

W. R. Graham, formerly with the American Association of Foreign Language Newspapers, is now with Doremus & Co., New York.

### "The New Success" Will Change Size

*The New Success*, New York, with its October issue, will be 6 3-4 by 9 3-4 inches in size.





# Pay Dirt"

LET us "prospect" your business for the Dominant Idea—the *vital* reason for the existence of your business—the big inspirational selling idea that *overcomes* resistance and *implants* desire. It isn't usually on the surface. Let us help you *dig*.

Without obligation to you, an executive of this organization will gladly call to give you detailed information regarding Dominating Idea Advertising.



**M. JUNKIN ADVERTISING COMPANY**  
CHICAGO  
S. S. WABASH AVE.

CLEVELAND  
LEADER NEWS BLDG.

*use*

**We Sell Worthmore Bond  
for Business Stationery**

We recommend and ~~sell~~ **WORTH-*use***  
**MORE BOND** Letter Heads,  
Envelopes, Ruled Headings and  
Business Forms, in white and  
colors and in various substance  
numbers for business correspon-  
dence and records requiring a com-  
bination of dignity, permanency,  
strength and folding qualities and  
at a price that ~~the most~~ *exacting*  
buyers will *recognize as thrifty.*

**THE WHITAKER  
PAPER CO.**

## THE WHITAKER PAPER CO.

HOME OFFICE:  
CINCINNATI, OHIO

DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver,  
Dayton, O., Indianapolis, New York, Pittsburgh.

BRANCH HOUSES—Birmingham, Columbus, Richmond.

SALES OFFICES—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City,  
Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence,  
Salt Lake City, St. Louis, New Orleans, Washington, D. C.

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# How Big Milk Company Checks Up Deliveries

Responsibility for Credit and Collection Falls upon Bonded Drivers

**G**RANTING credit, handling complaints so as to sustain your customer's belief in your own faith in your goods and yet not lose his trade and friendship, and the maintenance of the correct attitude at every point of contact—those three problems are the burden of every business until the right system for dealing with them is discovered. And every firm must find its own method.

But what of a house that by the nature of its business is compelled to give credit to every customer, never sees its customers except in cases of serious complaint, and has only one point of contact, the drivers of its delivery wagons? The problem of such a firm is a pretty difficult one. It is the problem of the big milk distributors. The difficulty seemed almost beyond solution until the plan was hit upon of dividing the work into small units and putting the responsibility on the man in charge of each unit, just as if he were a dealer in business for himself.

Here is how the Sheffield Farms-Slawson Decker Company solves the problem.

Each driver of this concern is held responsible for the business on his delivery route. Having to deliver the milk before his customers are up, he cannot collect cash on delivery, even if he had time to do so and the people were willing to be bothered in that way. He therefore gives credit for a week or two weeks, but not for longer than two weeks. If a customer wishes to pay monthly, application must be made to the main office, and then the company assumes the risk—but this is only in that part of the business in which there is practically no risk.

On obtaining his job, each Sheffield milk wagon driver has to put up a personal cash bond of \$250, join the drivers' union at a cost of \$50 entrance fee, and make

various other payments, which altogether aggregate nearly \$400. Despite these stringent terms, the milk company says it has no difficulty in getting men. As a matter of fact, it says the terms of engagement have the effect not only of bringing them plenty of applicants, but the right sort of men, and it keeps them. Sheffield has men who have been drivers for the company for more than thirty-six years.

The drivers collect and pay in on Mondays and Tuesdays each week, and those are the only days of the week the union permits them to be on their routes with their wagons during the afternoon hours. These men "take the risk" and each week must make their cash balance with the milk taken out. But the company allows them a leeway up to \$50, and that is the limit allowed by the union. The moment a driver is \$50 behind in his cash and cannot make good on demand, he automatically loses his job—the union withdraws his card.

Many a Sheffield driver, it is known to the company, it is said, carries out of his own pocket \$80 to \$100 of possible bad debts. To keep in good standing in the union and hold his job, he is obliged to pay out of his own money the bills he has not collected. Often, especially in the summer vacation period, these men have pretty hard times on account of people being away. This is the reason of the \$50 leeway allowed by the company.

In the final event of money loss the driver has to bear it and not the company. Every case of complaint of non-delivery, almost the only form of complaint nowadays, is also put up to the driver, but the practice of the company is to stand behind the drivers every time and accept their word without question when they say they delivered the milk not received.

This is the natural course in the case of men of long and good service. The only exceptions made are those which arise with new drivers. Even then the driver is supported until complaints multiply so thickly upon him as to convict him unquestionably of negligence.

The company makes good to the customer for the non-delivery and then calls upon the driver to explain. Formerly there was a great deal of milk thieving, but that is no longer a serious habit. The milk thieves, too, have developed to-day a taste for luxuries. Now, according to the Sheffield company's records, they prefer to steal cream!

Taking the year round, not one bottle of milk in 2,000 is stolen, and yet thefts are the solution of most of the complaints which cannot be explained at once by the driver. The thefts are much more common in summer than winter. Errand boys, making early deliveries, get thirsty and cannot withstand the temptation of the bottles of milk on the apartment-house dumbwaiters. When cases of persistent theft arise, the company employs detectives.

Sometimes these thefts develop into regular mysteries that defy the detectives. Here is a sample case which happened recently. Three detectives watched the milk for several days, and each day it went without their finding out how. At last they saw it actually taken off the dumbwaiter at the apartment for which it was intended—still it was gone! Finally the maid confessed. She had taken a dislike to the driver and sought to get him into trouble by emptying the milk down the sink and declaring it had not been delivered.

It is by this simple but rigid system that the Sheffield Farms-Slawson Decker Company has settled for itself the triple-headed problem of credit giving, complaint handling and satisfactory contact. These difficulties never now disturb the peace of the big Sheffield office. The question of good will is not left entirely to

the drivers, important functionaries as they are in the distribution. The company has a separate department that looks after its good will and it relies now on advertising, often in large space, as the necessity of the moment may make it appear advisable—and that has proved very effective.

### Turning St. Louis Knockers into Boosters

In order to turn some of his fellow-citizens from knockers into boosters, C. W. Becker, a St. Louis real estate dealer, has turned to street car advertising. His advertising does not reveal that he is engaged in the real estate business.

The advertising that has been put forward is but a series of brief statements. Some of the copy reads:

"The sickly knocker with the weak chin and slanting forehead has had his day. St. Louis moves on and a new spirit is abroad in this city. Beck."

"Knocking your own city easily becomes a bad habit. Don't get that way. Beck."

"The loose-tongued, thoughtless citizen who knocks St. Louis does not realize that he is almost invariably wrong—all wrong. Beck."

"When you see something wrong don't go about knocking the town. A good citizen will try to remedy the condition. What are you doing for St. Louis along this line? Beck."

"The greatness of a city is in the hearts of her citizens. When you knock St. Louis you expose your own weakness and show that your heart is in the wrong place. Beck."

In giving his reasons for the campaign Mr. Beck said:

"There are a lot of people who 'knock' St. Louis. I want to get them to boosting. It is for the good of the city and I am willing to spend some of my money to help. My idea is that every man, woman, and child should be a booster for the city."

"Advertising of this nature will prove a benefit to every citizen and every business man. The man who makes kegs or fabricates steel will benefit. In the general effect, the real estate business will benefit. The campaign will help us all and thereby prove worth while to me."

### Normand Olmstead with Griffith-Stillings Press

Normand Olmstead, recently with The Manternach Company, of Hartford, Conn., is now manager of the direct-advertising service of the Griffith-Stillings Press of Boston.

The seventeenth annual convention of the National Association of Advertising Specialty Manufacturers will meet at Chicago September 27 to 30 inclusive.



# OHIO

## Leads

### the Nation

Both presidential candidates are Ohio men—striking evidence that *Ohio leads the nation*. Ohio's prosperity, industry and wealth give her dominating influence in national affairs.

The key to Ohio is Cleveland. Fully 17% of Ohio's entire population lives in Cleveland—in Greater Cleveland 20%—within a 100-mile radius over 60%.

And this 100-mile radius is covered by one newspaper—

## The Plain Dealer

Cleveland

*Serving the  
Better Part  
of Ohio*



# OHIO

Sept. 2, 1920

Sept. 2



**Fuller**  
Advertising

## Besides Westinghouse the clients of Fuller & Smith are:

The American Multigraph Sales Co.,  
The "Multigraph."

The Austin Company,  
Standard and Special Factory-Buildings.

The Beaver Board Companies,  
Beaver Board, Vulcanite Roofing,  
Beaverton, Beaver Black Board.

The Beaver Manufacturing Company,  
Beaver Kerosene Tractor Engines.

Burroughs Adding Machine Company,  
Adding, Bookkeeping and Calculating  
Machines.

The Cleveland and Buffalo Transit Co.,  
Lake Steamship Lines.

The Cleveland Provision Company,  
"Wiltshire" Meat Products.

The Craig Tractor Company, Farm Tractors.

Denby Motor Truck Company, Motor Trucks.

Dunlop-America, Limited, Tires and Golf Balls.

Ericsson Manufacturing Company,  
"Berlin" Magneto.

Field, Richards & Co., Investment Bankers.

Free Sewing Machine Co., Sewing Machines.

Gainsday Electric Company, Retail Stores,  
for Electric Household Appliances.

The Glidden Company,  
Paints, Varnishes and "Jap-a-lac"  
Household Finishes.

The Glidden Nut Butter Company,  
"Dinner Bell" Nut Margarin.

Ivanhoe-Regent Works of General Electric Co.,  
"Ivanhoe" Metal Reflectors and Illuminating  
Glassware.

National Lamp Works of General Electric Co.,  
National Masa Lamps.

R. D. Nuttall Company, Tractor Gears.

The Outlook Company, Automobile Accessories.

The Peck, Stow & Wilcox Company,  
Pexco Tools and Machines.

Pittsburgh Gage and Supply Company,  
"Gossday" Electric Washing Machines.

H. H. Robertson Company,  
"Robertson Process" Metal, Gypsum and  
Asphalt.

Hotels Statler Company, Inc.,  
Operating Hotels Statler, Buffalo, Cleveland,  
Detroit and St. Louis, and Hotel Pennsylvania,  
New York.

The Timken-Detroit Axle Company,  
Axes for Motor Vehicles.

The Timken Roller Bearing Co., Roller Bearings.

University School, College Preparatory School.

The Westcott Motor Car Company,  
Passenger Cars.

Willard Storage Battery Company,  
Storage Batteries.



**Fuller & Smith**  
Cleveland

Sept. 2, 1920



# *On Time!*

NO matter how exacting your printing requirements may be, Goldmann can meet them—*On Time*.

A battery of twenty-five big presses, flatbed cylinders, perfecters, rotary presses for publication work, color presses and an organization that is the result of forty-four years of consistent growth, insure Goldmann clients of *On Time* Service and perfect printing.

**ISAAC GOLDMANN COMPANY**

Printers since 1876  
80 Lafayette Street  
New York City

Telephone  
Franklin ~ 4520

# After Seventy-five Years, Successful Firm Adopts Advertising

Even Though Dominating the Original Market, Advertising Was Found Necessary for New Product

By Hugh E. Agnew

**T**RADITION tells us that Alexander the Great wept because his father, Philip of Macedonia, won so many victories. His laconic explanation of his grief was, "There will be no worlds left for me to conquer." Manufacturers of goods restricted in their use, and for which new uses do not present themselves even at the diligent quest of the advertising agent, can sympathize with Alexander when they reach the point where they dominate their market.

Imagine that you are the manufacturer of a contrivance used by physicians. It is good for one thing, but only one. It is so insignificant to the ultimate consumer that he could not be made to take it seriously, and would not turn his hand to indicate a preference for your contrivance, or some other. This is an important accessory, like the sandpaper on the side of a match box, but it is not considered important. People are aggravatingly indifferent. As you now dominate the market, about the only growth you can hope for is the growth that comes with increased population.

Of course you can sit tight and be content with having a good thing, if not a big thing. But that is not the American way. You have a sales force to maintain, and it might be selling other articles as well as not.

Now suppose that along with the specialty, you are manufacturing some other goods. They are a small part of your business, but of general use, far greater in the aggregate than your leader. The chances are that you would select an item that you could push to the limit, sell and advertise to the users. The sad experience of reaching the limit in one article

would make you look for another with limitless possibilities.

That is a rough parallel to the experience of the Whitall Tatum Company, manufacturer of glass bottles for the drug trade and a limited line of other druggists' supplies. For three-quarters of a century that firm had been making quality goods. At one time the firm had also jobbed a line of rubber goods, but finding factory arrangements unsatisfactory, extended its factory equipment to include the moulding of some rubber goods. Continuing the policy of making quality products, the rubber department turned out a line that was worthy of the firm's reputation.

But while the superior quality of the glass products had grown out of sheer merit and conservative marketing methods to a dominating place both in domestic and foreign markets, it had not had advertised competition. With the rubber goods it was different. Other manufacturers of this line were advertising their goods consistently to the users, and the effect was that the unadvertised Whitall Tatum line did not show the growth that had been hoped for. There was no criticism of the goods, and the prices, although high in comparison with some lines on the market, were satisfactory for the quality furnished.

#### DID NOT DIG FOR REASONS OF FAILURE

An advertising campaign had not resulted satisfactorily. The plain truth is that the firm was not sold on the value of advertising. For seventy-five years it had grown and prospered without it—why change now? The unsuccessful attempt, as so often happens, did not reveal its weak-



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But while the superior quality of the glass products had grown out of sheer merit and conservative marketing methods to a dominating place both in domestic and foreign markets, it had not had advertised competition. With the rubber goods it was different. Other manufacturers of this line were advertising their goods consistently to the users, and the effect was that the unadvertised Whitall Tatum line did not show the growth that had been hoped for. There was no criticism of the goods, and the prices, although high in comparison with some lines on the market, were satisfactory for the quality furnished.

#### DID NOT DIG FOR REASONS OF FAILURE

An advertising campaign had not resulted satisfactorily. The plain truth is that the firm was not sold on the value of advertising. For seventy-five years it had grown and prospered without it—why change now? The unsuccessful attempt, as so often happens, did not reveal its weak-

ness or explain its failure. It was taken as conclusive proof that advertising was not the triumphant ally of this firm, whatever it might accomplish for others. But what was the explanation of the growth of other brands of rubber goods which were admittedly of no better value, but which were advertised?

About a year ago the company made an investigation which revealed no seriously weak spots, either in the goods or the way they were merchandised. It was decided that another advertising campaign be tried for a period of a year. The sales manager's plan was to pick out an article, typical of the rubber goods line, one that would lend itself to some striking demonstration, and at the same time could be advertised.

At last the hot water bottle was chosen. It ought to have a place in every household, and is therefore capable of responding to the widest publicity. It was representative of the line and lent itself to striking demonstration. When the wide range of usefulness is considered, it is surprising how many homes are not provided with this household convenience, was the conclusion of the sales department after an investigation. So advertising would increase the total consumption, and not be altogether a struggle for competitive sales.

Another angle to this advertising, as pointed out by the sales manager, was to establish the name Whitall Tatum in connection with quality goods. It would in the long run make the firm known to the public as well as to dealers. To the public, the same as to the trade, it would mean high class products—for it was part of the plan from the beginning to include other articles of the line as soon as the water bottle was established.

#### PRIMARY ENDEAVOR WAS TO PROVE QUALITY

The first copy was devoted to the superior qualities of the bottle. At the top of a single column used in five of the leading magazines for women was a pic-

ture of the bottle, and below seven points of superiority enumerated.

The seven selling points were: 1, "Holdfast" unlosable stopper; chain won't twist. 2, Three thicknesses of fabric and rubber. 3, Monogram assures dependable goods. 4, Real guarantee for two years. 5, Heavy rubber binding that resists strain. 6, Soft, smooth surface. 7, Full capacity. Each of these points was shown within a circle, and with an arrow pointing to its particular application in the illustration.

Near the bottom of the column was the half-tone picture of a large man standing upon a rubber water bottle, and the reader was told, "a heavy man can stand on it without causing a burst or leak." Many members of the trade who had known the sales manager in years gone by, when he covered many territories, thought they recognized him as the "heavy party on the bag," although modesty had prompted an attempt at disguise in an added beard.

While few would buy a water bottle just for the pleasure of standing on it without having it burst, no other way presented itself of showing its strength so strikingly. And the inescapable inference was that a bottle of such surpassing strength would have the other attractive qualities claimed for it.

Although the copy was restrained in tone, the thought that was intended to be conveyed was that the "Maroon Special" was just a little better water bottle than could be found under other labels. That should make it easy to get people to expect high grade of other kinds from the firm which makes the bottle.

Broadsides were sent the dealers calling attention to the extensive copy being used, urging them to profit by the prestige that it would create and also reminding them that it is the Whitall Tatum quality of goods that builds good will for their stores.

Having emphasized quality in the first series of advertisements, the next copy began with a list of

## —to reduce advertising cost

eliminate circulation waste.

To buy national, scattered circulation reaching many places where you have no distribution, increases the cost of advertising. Daily Newspapers offer *effective economy*.

### Invest in Newspaper Advertising

## E. Katz Special Advertising Agency

Established 1888

### Publishers' Representatives

Chicago

Kansas City

New York

Atlanta

San Francisco



New Essex Motors Plant

## Hitch On to "Hustle"

No finer tribute to the effectiveness of newspaper advertising, or to the things that have made Detroit the Fourth City in America, could be found than the building of these huge new plants to make a large plant larger. Sixty-nine more acres of ground occupied, more than 500,000 feet of floor space added, costing approximately \$6,000,000.

"Hustle" is the synonym for Detroit, and anything or anybody related either directly or indirectly to Detroit, is bound to get a measure of that "hustle," and good advertising is no exception.

It matters not whether your copy be 480 lines or 40,080 lines, you will find it developing a surer degree of steadiness and a finer measure of responsiveness if it is concentrated in *The Detroit Free Press*, the only morning newspaper in this city of more than a million.

## *The Detroit Free Press*

*"Advertised By Its Achievements"*

**VERREE & CONKLIN, Inc.**

Foreign Representatives

CHICAGO

NEW YORK

DETROIT

the many uses to which the water bottle is put, with the unrevealed purpose of increasing the use of the article. This copy began: "When mother has a headache—get the water bottle; when father has neuralgia—get the water bottle; when baby has the colic—get the water bottle; when brother has 'growing pains'—get the water bottle; when sister is ill—get the water bottle; when grandma has cold feet—get the water bottle; when grandpa has the rheumatism—get the water bottle."

Connecting up this copy is the picture of the weighty gentleman on the water bottle, reduced in size, with the quality appeal still present but subordinated.

So successful has the advertising campaign been that at the end of the first year the factory facilities had to be largely increased. A larger appropriation has been made for next year and at least part of the copy will be written for a rubber nipple. Again the quality appeal will be made; and again will the name of Whittall Tatum be connected with quality products.

### Ask Release of Part of 1920 Newsprint Tonnage

The Publishers Buying Corporation, of which W. J. Pape, publisher of the Waterbury, Conn., *Republican*, is head, is sending out an appeal requesting publishers having contracts for newsprint to release one per cent of their 1920 tonnage for the benefit of newspapers without contracts.

The Publishers Buying Corporation makes the statement in this appeal that the release of one per cent of 1920 tonnage will provide upwards of 10,000 tons, which, in its judgment, will be sufficient to break present spot market conditions and have a favorable effect on 1921 contract prices.

The American Newspaper Publishers Association has directed attention to the appeal made by the Publishers Buying Corporation, but in doing so has said:

"An appeal has been made to this association for such action on the basis of affording relief to small papers without contracts. The Board of Directors, without adopting as its own the arguments presented by the Publishers Buying Corporation, nevertheless, feels justified in extending an opportunity to present its request to members of the A. N. P. A. in its own form and based on its own argument."

### An Order Must Not Become a Memorandum

Most cancellations of orders are largely due either directly or indirectly to chaotic conditions arising from war times, according to a report on a survey of the manufacturing field made by the Chamber of Commerce of the United States. The percentage reporting that customers have cancelled orders because of failure to recognize the sacredness of contract, and the legal force and responsibility of an order received and accepted in good faith was comparatively small.

There is danger, however, the report declares, that unless a definite stand is taken against any tendency to regard cancellation of orders as unimportant, and unless there is cultivation of a general feeling that an order is to be considered more than a mere memorandum, this evil may assume serious proportions.

The investigation of cancellations was made by the national Chamber of Commerce in response to complaints from members that production was being interfered with, so much so that plants having had sufficient orders to run for months were curtailing their efforts or shutting down, even though production of their product is below normal and stocks in the hands of wholesalers and retailers are light. The complaints protested that the sacredness of the sale contract was being disregarded and that the buyer was willing to chance its legal enforcement.

### Baltimore Ad Club Supports Vigilance Work

The Advertising Club of Baltimore has appropriated \$1,000 for vigilance work. The "Truth in Advertising" work in Baltimore is carried on by an organization distinct from the Baltimore Advertising Club.

### A. R. Martin at New Orleans

The New Orleans office of the Ferry-Hanly Advertising Company has recently added to its staff Alan R. Martin, who was formerly connected with the main office of this company in Kansas City.

### C. G. Purnell with "The Farm Journal"

C. G. Purnell, formerly with the John M. Branham Company, New York and Chicago, has joined the Western office of *The Farm Journal*, Philadelphia.

William B. Spooner, Jr., who has been head of the advertising service staff of *Chemical & Metallurgical Engineering*, New York, has been appointed assistant advertising representative in the New York district.

# Attracting Just the Right Sort of People by Help-Wanted Advertising

Ambitious Attempt of Rockford Furniture Manufacturers to Find the Great American Cabinet Maker

ONE way to sell a person on taking a job in these days of scarce help is to show him the advantages and good things that the job can bring to him. The Chicago Telephone Company goes to far as to advertise in an effort to have young women summon to their homes telephone company representatives who can talk with them and their parents relative to the supposed advantages of a telephone career. Study "help-wanted" advertising as it is put out now and you see growing evidence of a tendency of this sort when it comes to the search for new employees.

At the same time a refreshingly new note is creeping in. This is along the line of selling the prospective employee on the pride of achievement and creation—in other words, selling the work largely for the sake of the work itself in addition to the satisfactory returns. This is reasonably clever psychology from several standpoints. Sell a man on his work. Get him to take a real pride in the things he creates. Then his system will be in shape to throw off many of the germs of unrest which he is being fed in such quantities.

"We believe," the employment manager of a big Western concern told *PRINTERS' INK*, "that the most unhappy mortal in all the world is one who does not take pride and satisfaction in his job. If he holds the job merely as a meal ticket and goes through the same old treadmill performance every day without any other inspiration except lunch, quitting-time and pay-day he not only is an unprofitable employee for us but he is to be pitied because of the injustice he is doing himself. If a man or a woman is unhappy in his job, then his whole life is

miserable, because the job is practically life itself, viewed from one standpoint. Therefore we are going to try to utilize the principles of advertising to make our people feel satisfaction in their work.

"Necessarily the first step is to see that adequate compensation is given for good work. But this will not do it all. Money, strange to say, will not always buy whole-hearted, intelligent service from anybody. You have to try to make the employee feel a personal pride in helping create a big thing."

The Rockford Furniture Manufacturers' Association, of Rockford, Ill., believes that the time to begin instilling this spirit of pride is when advertising to get the employee. Working along this method, better results come both in quality and number.

## AFTER MEN WHO WILL TAKE PRIDE IN THEIR WORK

There are in that town forty-four plants engaged in the production of widely diversified lines of furniture. When the help situation got acute and the usual methods of getting new recruits did not bring the desired results it was decided that the co-operative campaign along new lines would be the thing. In this it was decided that an effort would be made to sell prospective employees on the merits of the Rockford furniture industry as a whole rather than upon any individual company.

Accordingly, eight-inch double-column display advertisements were run in a list of country weeklies and dailies in Illinois, Iowa and Wisconsin.

The advertisements, instead of telling men how much money they could make and how inexpensive living in Rockford was as compared with other towns, dwelt

(Continued on page 101)



STACEY BENDER

Stacey Bender came with me in 1907. That is just about the time that "Chief Bender," the famous pitcher broke into the Big League. (However, they are not related.) Except for a short interval, Stacey has been with our organization during all these years, and his "pitching" for our Publications has been at least as good as the best which "Chief Bender" ever did.

*Paul Block*

## The Toledo Blade

The April 1 statement of the Toledo Blade showed 85,655 net. Of this circulation 75,291 was city and suburban—only 1,234 less than the *total* circulation of its next nearest competitor. That is why the Blade shows such a tremendous lead in local advertising, in national advertising and in classified advertising. Both the local merchants and the national space buyers know that the Blade produces the results they want.

# How to Get YOUR Full Share of Over One Billion Dollars!



## Oklahoma's 9 Rich Market Centers

Oklahoma's wonderful prosperity makes it a tremendously productive market for those who have learned that Oklahoma must be handled BY JOBBING DISTRICTS in ADVERTISING as well as in SELLING. They have learned that they must advertise LOCALLY in EACH of these 9 principal cities:

| Cities              | Population |
|---------------------|------------|
| Oklahoma City ..... | 100,000    |
| Tulsa .....         | 80,000     |
| Muskogee .....      | 42,000     |
| McAlester .....     | 17,000     |
| Enid .....          | 16,576     |
| Shawnee .....       | 15,538     |
| Chickasha .....     | 15,000     |
| Lawton .....        | 15,000     |
| Bartlesville .....  | 14,447     |

**"MAKE EACH OF OKLAHOMA'S RIC**

Why is LOCAL advertising in each of these cities necessary? Because 75 to 80% of Oklahoma's immense buying power is concentrated in these 9 centers—and there is no way to reach a paying number of the people except by using one or more LOCAL newspapers in each of the 9 cities.

Some have attempted—unsuccessfully—to "cover" Oklahoma with one or two newspapers. But it is an impossibility! For instance, one newspaper claiming to "cover" Oklahoma has a scant 400 circulation in Tulsa County with a population of 125,000, and but 200 circulation in Muskogee County with a population of 79,000. And this circulation ratio holds good of practically all of the 9 cities.

Write us today for the results of our recent market survey of each of Oklahoma's 9 principal market centers—these market reports will be furnished free in a convenient folder for your files. Also, we offer you the last word in local newspaper co-operation.

## Oklahoma Daily League

P. O. Box 994. 409 W. Grand Ave., Oklahoma City

|                                            |                                          |
|--------------------------------------------|------------------------------------------|
| OKLAHOMA NEWS<br>Circulation—25,139        | ENID NEWS<br>Circulation—6,350           |
| TULSA DAILY WORLD<br>Circulation—25,194    | ENID EAGLE<br>Circulation—5,356          |
| TULSA TRIBUNE<br>Circulation—20,170        | SHAWNEE NEWS<br>Circulation—4,215        |
| MUSKOGEE PHOENIX<br>Circulation—15,454     | CHICKASHA EXPRESS<br>Circulation—2,100   |
| MUSKOGEE TIMES-DEM.<br>Circulation—12,005  | LAWTON NEWS<br>Circulation—3,000         |
| McALESTER NEWS-CAP.<br>Circulation—3,360   | LAWTON CONSTITUTION<br>Circulation—2,473 |
| BARTLESVILLE EXAMINER<br>Circulation—3,393 |                                          |

A'S RICH MARKETS PAY YOU"

He is, alas!  
no longer  
with us.  
In fact,  
he never  
was.



Poor year, this is, for hunting wild Injuns in Oklahoma. Huh? Why, sure we've got Indians here; about 75,000 of them, all told. But they're so dern civilized it peeves them to be shot at. One big tribe of them that trades in Muskogee averages \$5,000 a year income for every individual in it.

Two hundred thousand other well-fixed Americans trade here. It's the bazaar of all east-central Oklahoma.



## Meet the folks of Mus-k<sup>45000</sup>-gee

Sixty million dollars' worth of crops will go to market through Muskogee this year. The Phoenix (18,741 net paid in August) will help you reach the people with that money. The Phoenix belongs to the Oklahoma Daily League. Special Representatives: John M. Brannah Co.

Fully a quarter-million folks will attend the Oklahoma Free State Fair here Oct. 4-9. They'd be apt to buy from you if they met you in the Phoenix.

**Tell 'em  
then**

upon the beauty of furniture and the great satisfaction a man could gain through producing an article which could beautify and lend character to the home.

Mention was made of such great cabinet-makers as Chippendale, Adam, Heppelwhite and Sheraton. What names were more highly honored or more greatly appreciated than these?

"We Americans," one advertisement said, "feel highly honored when we can have furniture in our homes made after the pattern set down by these great men. Their styles will live for hundreds of years in reproduction after reproduction. But there remains to be found that which will be proclaimed as a strictly American style of furniture. Who is going to be the genius whose name will be given to posterity as the creator of this purely American style?"

The Rockford Furniture Manufacturers' Association rightfully concludes that this genius may be some young man who to-day is guiding the plow, selling groceries, digging wells or hanging pants somewhere in the Middle West.

#### NOT RELYING ON ENTHUSIASM ALONE

The association has been after this fellow and many others through the conventional method of telling him what there was in it for him from a monetary standpoints. Now it is approaching him from a consideration of what he may gain in honor, distinction and the pleasure of achievement. But the material side is by no means forgotten. Each advertisement brings out strongly the offer of "exceptionally lucrative employment in pleasant surroundings, and every advantage of the great city without its attendant evils."

The man who conceived and built this series of a new kind of help-wanted advertisements has a pretty good idea of human nature. There probably is not a man living who does not admire the craftsmanship of the skilled cabinet-maker and furniture-worker. Nearly anybody would be proud to be able to make a desk, a

dresser, table or a china cabinet.

The superintendent of schools in a suburban town near Chicago has been in that position for more than thirty years. His schools are famous all over America. He takes this as a matter of course, inasmuch as it is the result of his life work. But his real pride is in the fact that he can make furniture. He tells the writer with great satisfaction that each of his two married daughters cherishes as her most valued wedding present a complete layout of dining-room furniture made entirely by him.

"There is not enough money in Chicago to buy that furniture from those girls," he said, "and I am sure that I would not sell it for money either."

This is the angle that the Rockford help-wanted campaign has in mind and it is meeting with success. The quality of applicants has shown a decided improvement since the advertisements have been running.

"We are getting in touch with young fellows who want to create things," said an official of the association. "We are finding men who take an interest in a fine product and feel proud to turn out a good piece of work. Proud is the proper word to use here, for a well-made table or chair is unquestionably something to be proud of."

The trouble with many a help-wanted advertisement is that it is worded in such a way as to scare away the very class of applicants it wants to reach.

Three or four years ago a man who now is manager of the mail-order department in the country's largest hotel and restaurant outfitting house was looking for a job. He had plenty offered him, and, in fact, had just quit a good job so as to have plenty of time to look for one that he really wanted.

He studied advertisements in newspapers and trade journals. He considered scores of advertisements but seldom answered one. In nearly every case when the advertisement asked for a high-grade man capable of advertising and putting over a product it had

some feature that killed it so far as this man was concerned. A common fault was a provision that the man must have a knowledge of type, paper, engravings and a lot of other things.

"Reading an ad like this," the man said, "I would get the idea that I would be going up against a detail job where I would have to encounter the very things I was trying to get away from. This is the wrong way to approach a supposedly big man who can map out selling plans and put over real ideas. Knowledge of type, engravings and paper does not by any means qualify a man for a big sales or advertising job. The employers know this well enough, but somehow or other they persist in putting it in their help-wanted advertisements.

"Since that time I have formed the habit of reading advertisements of this kind just as a matter of information. I got so interested in them when I was looking for a job that I guess the habit sticks. In three years I have read quite a number of hundreds of want ads, I suppose. But I believe I have not read to exceed ten that were phrased in such a way that they would impress the kind of men the people wanted to reach.

"When the advertisement wants to reach a big man or a good man it has to be one that will impress him. It has to keep away from suggestions that would lead the man to form the wrong conclusion. If it does not he won't answer it. Friends of mine have complained to me about the poor quality of applicants they have for big jobs. The trouble is in the advertisements."

There is plenty of room for something different both in help-wanted and in job-wanted advertising.

Four ambitious young Chicago business men were members of an evening advertising class conducted in a local high school. The lectures they heard there and the ideas they gained convinced them they could hold better jobs than the ones they had.

If advertising was so great a

thing, then why not try advertising?

The result was an impressive advertisement in the want section of a daily newspaper. It was headed, "Can You Use One of Us?" and went on to explain that "this ad has been written by the men whose qualifications are listed here. It is an example of their originality and their appreciation of the effective use of co-operation. They are all holding good positions, but the top-notch places in their organizations are not of the most inviting type. Hence they present themselves here for your consideration."

Then follows a number for each of the four under the heading of Man A, Man B, and so on. The replies were to come to a blind address. Within two weeks each of the four had found and accepted a better place.

#### Reserve Buying Power

A few days ago several news reporters were interviewing the head of a Wall Street banking house. One reporter said: "Mr. Blank, I believe there is a large buying power held in reserve that will make itself felt before long."

"What makes you think that?" asked the banker.

"Well," responded the reporter, "take me, for instance. I am wearing this old hat. It ought to be in the ash can. These shoes I've got on have holes in them, too. Before long I am going to be forced to start buying. I believe there are a lot of people like that."

"I guess you are right," the banker answered. "I have another pair of trousers, but they have holes in them. These I have on cannot last much longer. We'll both be in the market very soon."—*The Wall Street Journal*.

#### L. L. Decker Joins Curtis Business Papers

Lowell L. Decker, who recently returned from England, and who was formerly with *Cosmopolitan Magazine*, has been appointed Eastern advertising manager of the Curtis Business Papers, Inc., New York.

#### Acraft Agency Succeeds Florence Prevost Agency

The Acraft Agency has succeeded The Florence Prevost Advertising Agency of Portland, Ore. The new agency is directed by Miss Hazel F. Linney and Miss Helen Campbell Jeselson.

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*Items for the Socratic space-buyer's notebook\**



## If you cannot see beyond a thing, you cannot see the thing itself

If you cannot see beyond a magazine, beyond its physical appearance, its format, its color and size—

If you cannot see beyond these things to its contributors, to its Ben Ames Williams, its Arnold Bennett, its Louis Joseph Vance, its Sir Gilbert Parker—

And then, if you cannot see beyond these contributors to the readers they attract; living men and women who *do* things, who are figures of importance and energy in their communities, who are surrounded by growing families, who think things, who influence, who *buy*—

If you cannot see these things and understand what they mean, then you cannot see a magazine itself.

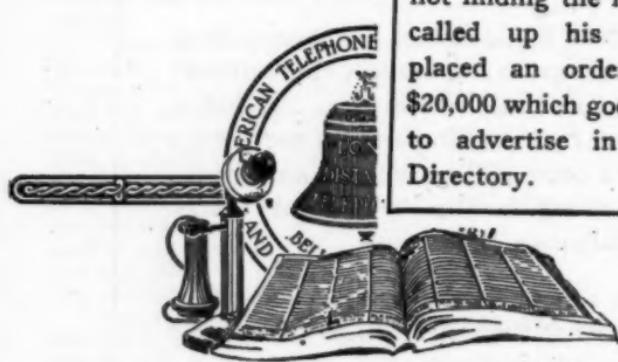
# MUNSEY'S

\* It is said of Socrates that his reason was stronger than his instinct

## MANUFACTURER LOSES \$20,000 CONTRACT

**Fails to Renew Use of Advertising Space in Telephone Book and Competitor Gets Business**

**ROCHESTER:** A certain salesman of Telephone Directory Advertising in checking up contract renewals recently called on a manufacturer here who had a competitor in the same building—also a directory advertiser. The prospect decided he would not renew his contract and so save \$9.00 the cost of bold type listing. Subsequently, an engineer representing a large out-of-town concern visited Rochester, consulted the directory and not finding the name of this man called up his competitor and placed an order amounting to \$20,000 which goes to show it pays to advertise in the Telephone Directory.



**NEW YORK TELEPHONE COMPANY**

**P. W. ELDRIDGE, Jr., Sales Mgr. Dir. Advtg.**

**1261 Broadway at 31st Street, New York**

**Telephone Vanderbilt Official 130**

# Colleges Unite in Advertising to "Prospects"

Two Groups Get Together to Create Keener Interest among Young Men and Women in College Training

**A**N extension of the association idea is behind some current college advertising which presages lively and certainly very interesting happenings in this field. Down South, a group of twenty-one colleges—the University of North Carolina, Clemson Agricultural College, University of Florida, Virginia Polytechnic Institute, Mercer University and seventeen other institutions of Virginia, North Carolina, South Carolina, Georgia and Florida—have sponsored a joint advertising campaign developing, creatively, the advantages of college education.

A series of letters from an uneducated farmer to his son and daughter was the advertisement idea adopted for the page messages.

The names of the participating colleges were given at the foot of each advertisement, below the explanation that the letters were published by the listed colleges in the interests of better education. It was suggested that ambitious young men and women write to individual colleges to learn what special advantages they offered.

These advertisements, in striving to induce young people to go to college, definitely attacked certain ideas and conditions which sometimes cause an unfavorable decision. For example, there is the young man or woman who undervalues college training because the parents, successful as success goes in the home community, didn't go to college, yet "got ahead." Coupled with a disposition to throw off the discipline of educational institutions and get right into life without further training, this idea prevents many from attending college who might otherwise do so.

Writing a typed letter on his farm letterhead, F. A. Reid, owner of Clover Leaf Farm, attacked this condition while telling

his son and daughter why he believed they should attend college.

"The last time you were home," he wrote, "you were talking with some of your friends at church, and I chanced to hear one of you remark that it 'does not pay to go to college.' . . .

"But before my boy or girl makes a final decision about this question, I want them to listen to some of the 'inside' experiences of their uneducated Daddy. You see me going ahead, working hard, running the farm in a much better manner than many neighbors. You do not see my lack of knowledge about many farm subjects. You do not see my inability to appreciate many of the fine things which enrich and sweeten life. You do not know how much I have missed by not having the comradeship of other ambitious men at college. You do not see how much I miss by not having the golden friendships with former student companions, which my brother, who went to college, cherishes with such happiness. I feel, too, that I lack the broader vision necessary to understand and follow the great movements which are sweeping over our country and transforming it.

"You both remember the movement started in this county several years ago to build good roads. I opposed it. Looking ahead, I saw only the larger taxes. I could not see the approaching necessity for increased speed in marketing; I could not see that such roads would save me many days of time and that my hauling could be done on a much cheaper basis than was then the case. The same thing has been true about many other matters that have come up. I have been outright opposed to them or have been only lukewarm.

"Our church has suffered because of my ignorance, public schools have been hindered, the

organization of the farmers in our neighborhood has been held in check. Thank God, I have now seen my error in many of these things and have set about to correct them. But at best, I have very much delayed gravely important matters of community progress. No doubt I am to-day making similar mistakes because I cannot see ahead, and will have to correct them by looking back.

"I want you, Son and Daughter, to be *leaders*! I want you to be able to look ahead and meet opportunities instead of having to look back and correct mistakes. College will not do it all, but it will so broaden your vision as to help avoid many mistakes, and therefore enable you to be of greater service to yourself and your community."

Other college advertising has been conducted this year on an association plan by The Federation of Illinois Colleges. Illustrated with a college campus scene, one advertisement was headed, "Some of Our Most Famous Men and Women Come from Illinois Colleges."

"Jane Addams," the copy ran, "is a product of an Illinois College. So is William Jennings Bryan. You will find the names of many other famous men and women on the registers of the colleges named below. Richard Yates, Governor Fifer, Eugene Field, Edgar Lee Masters, Newton Bateman, Carter Harrison, Julia Lathrop, Judge Carter, Dr. Parkhurst and S. S. McClure received their education in one of the many colleges that dot our State. Many of the men worked their way through college.

"One of these colleges is near your home. It is well equipped to give you the best educational advantages. It is rich in its associations—its records will make you proud that you are a graduate.

"Make up your mind to-day that you are going to receive an education in your college—the Illinois college which best meets your needs. Any of the colleges named below will be glad to give you any information you desire about courses."

The Southern advertisement quoted appealed to young folks on the ground that college would enable them to lead a better, fuller life.

The Illinois advertisement used the appeal of prestige. Names of famous men and women linked with a college institution fire the imagination of the high school or academy graduate and build on that impulse toward college pride which young people characteristically have. Athletic traditions of an institution similarly appeal to youth. All these comprise broad features on which successful college advertising can be based. Then there is, of course, the intensely practical side, reduced to a stark money-and-cents basis. It can be shown how the college-equipped young man or woman "gets ahead" in business or profession.

"We are uniting in this effort," a representative of one of the colleges interested said to PRINTERS' INK, "not because we desire to share the expense of the advertising. This, while an item worth considering, could be borne by perhaps any institution in the list. But in uniting all these schools representing various religious beliefs we get what you advertising men would perhaps call a big smash.

"We can by no means qualify as experts in advertising. Educators are not supposed to know anything about business anyway, as you doubtless have been told many times. But here is the idea: Suppose, for example, De Paul University here in Chicago would start out on a lone campaign to boom the small college of which it is a type. Its appeal would necessarily be limited, inasmuch as it is a Catholic institution. The same thing would be true of James Millikin University at Decatur, a United Presbyterian institution. So they all join and subscribe to the same appeal and presentation of selling points. In this way each is helped by the other. The results are flattering. The colleges are receiving an unprecedented number of requests for catalogues. The attendance at most of them

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AUGUST ISSUE

## How Wichita people paid their bills

**Dead beats paying bills!**

**Outlawed accounts collected in full!**

**Slow payers jogged into action!**

**A better credit situation created!**

**It happened in Wichita!** How these Kansas merchants did it is told in the August issue of the Dry Goods Merchants Trade Journal!

And it is but one of more than thirty successful merchandising plans and ideas in that issue.

All are tried and proven plans used by successful dry goods and department store merchants to in-

crease business and make it more profitable.

The Dry Goods Merchants Trade Journal is distinctly different from other publications in this field.

*It is strictly a merchandising magazine!*

For 20 years it has held to the single purpose of affording the merchant who wants to make his business bigger and better an opportunity to know what other successful merchants have done and how they have accomplished it!

Would you like to see this August issue?

### DRY GOODS MERCHANTS TRADE JOURNAL

PUBLISHED BY  
*Merchants Trade Journal Inc.*

Des Moines, Iowa  
Also Publishers of

HARDWARE MERCHANTS TRADE JOURNAL

FURNITURE MERCHANTS TRADE JOURNAL

Branch Offices: New York, Chicago, Indianapolis, Boston, Rochester

# National Builder

*For the Contractor. For the Architect. For the Builder.*

## Materials

**NATIONAL BUILDER** reaches a \$3,000,000,000 market. It goes direct to the fountain head of the buying power of that market—the Contractor—the Architect—and the Builder, and it has no rival in prestige as an advertising force.

If your product is used in the building field, or if you make contractors' and builders' tools, machinery or equipment, this tremendous buying power is entitled to your consideration.

TRADEPRESS PUBLISHING CORPORATION  
542 S. Dearborn St.  
Chicago, Ill.



this year will represent the institution's full capacity."

As with banks, dignity has always featured college administration. A great many have never advertised at all, except as the catalogue was considered an advertising device. Those who have followed college catalogues of late years have marked a change in them. There has been less of the cold atmosphere and formal manner and a greater disposition in description to use a more intimate style, to get closer to the prospective student. Some of the colleges in describing courses which prepared for professional work have told of the demand for graduates, what salaries were paid, and the sort of career the well-trained, ambitious man could reasonably look forward to.

Illustrations have been more used. There has been a disposition to get away somewhat from the formula of compilation on which so many colleges have published catalogues for years. It has all been a sturdy impulse, typically American, toward a normal, warm presentation of the subject of college education, an endeavor wholesomely to develop the persuasive quality to a degree that the orthodox college catalogue does not.

The trend in catalogues is significant. Now comes college advertising on an association plan which with enterprise and daring cuts away from hampering precedent and goes to young people with advertising frankly planned to induce them to "go to college."

#### W. J. Boyce Joins Long-Costello, Inc.

W. J. Boyce, formerly on the marketing merchandising staff of Critchfield & Company, Chicago, has joined the marketing merchandising staff of Long-Costello, Inc., advertising agency, of the same city.

#### New Account for Sweet, Thompson & Phelps

Sweet, Thompson & Phelps, Chicago, have secured the advertising account of the Seeley Chemical Co., Eau Claire, Wis., manufacturer of "Exito," a germ killer.

#### South African Government Authorizes Advertising Campaign

The Parliament of the Union of South Africa has recently authorized an appropriation of £35,000 for an advertising campaign. The advertising will call attention to the attractiveness and resources of South Africa. It is hoped that the amount to be appropriated by Parliament will be supplemented by a further £15,000 to be contributed by municipalities.

#### To Advertise Baltimore Cigars

The advertising account of the Bowers & Otteneheimer Co., Baltimore, Md., manufacturer of "Royal Bard" cigars, has been secured by the Deatle Advertising Service, Baltimore. A general newspaper campaign is now being prepared.

#### Disc Wood Wheel Account for Lytle Agency

The Dayton Automobile Wheel Company, Dayton, O., maker of disc wood wheels for automobiles, has put its advertising account in the hands of The J. Horace Lytle Company, Dayton. A national campaign is planned.

#### Rex Lardner at Hartford, Conn.

Rex Lardner, who was on the copy staff of the International Trade Press, Inc., Chicago, has been made manager of the New England office of that organization, with headquarters at Hartford, Conn.

#### International Sample Fair at Trieste

An international sample fair will be held at Trieste, September 26 to October 17. Prospective American exhibitors will be furnished with information by the Italian Chamber of Commerce at New York.

#### E. I. Wade Joins Mutual Service Corporation

Edward I. Wade, formerly with the Glen Buck Advertising Agency of Chicago, and previously with Armour & Co.'s advertising department, is now a member of the Mutual Service Corporation, New York.

#### New Account for Homer McKee Agency

The advertising of the American Metals Corporation, Indianapolis, manufacturer of the Amco shutter for Ford radiators, has been put in the hands of the Homer McKee Company, Indianapolis.

# Lumber Industry Sets Public Right upon Fundamental Facts

Rumors That Supply of Hardwood Is Nearing Exhaustion Combated in New Campaign

By C. M. Harrison

THE dogmatism of success, which probably is as pronounced a variety as you will see anywhere, continually stands in the way of advertising achievement.

The Standard Oil Company for years was pelted with all kinds of criticism and abuse. But it believed it was a fairly decent company after all. Anyway it knew it was growing. Practically everybody was buying its oil. Why worry, therefore, over what people thought or said? Later it did care. It began to realize that lasting success could not be won alone upon nation-wide demand and financial power. Then it began advertising—to sell itself to the people as an institution.

The same experience with variation was undergone by the packers. Seldom has there been a great industry so maligned. Yet the packers grow in wealth and power. While accusing them of practically all the commercial crimes on the calendar and believing stories of human tragedies "back of the yards," people kept on buying meat and the multitude of packing house by-products. The packers have been hurt somewhat in their self-esteem by what was said about them, but inasmuch as they kept marching right ahead they felt that they could afford to leave well enough alone.

Later, this dogmatism of success on the part of the packers was broken down by the advertising sense. They concluded it was for the best interests of their business in the long run to make an advertising showing to convince the public that they were reputable business men doing a great thing for the producer and the country in general as well as for themselves and that they were not the black-hearted robbers and profit-

ers that they were pictured to be.

And now, wonder of wonders, comes the lumber industry also, with an institutional presentation to the people. The cool complacency of the lumber people under the attacks that have been made upon their business for the last ten or fifteen years has been one of the amazing things that business authorities have been forced to admit they could not comprehend. For the attacks on the lumber interests have not been the sporadic utterances and complaints of outraged consumers. Lumber has not been abused in the newspapers as was oil or meat. The average person knows little about lumber and cares less.

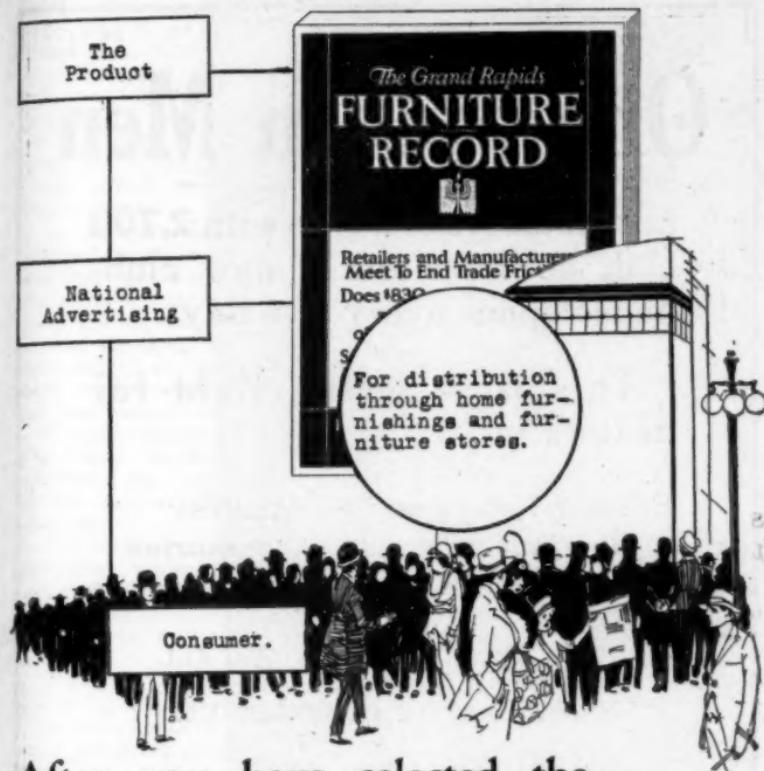
"But while there has been no popular outcry against us," said the head of a big lumber firm, "we have been fought by the vastly more dangerous enemy of skillfully organized and well-executed propaganda."

## THE ERROR TO BE COMBATED

Everybody has to eat. Nearly everybody uses oil in some form. Only the comparative few have occasion to buy much lumber. Yet in all the nation there is hardly an individual able to read who has not accumulated the idea in some mysterious way that lumber was almost done—that it soon would be extinct and only a memory.

The lumber people knew better. They kept on making money—plenty of it. They sold much lumber; fortunes were accumulated. What mattered it to them, therefore, that people should get these erroneous ideas just as long as they kept on buying?

The belief that timber was vanishing became so widespread that even the Government believed it.



## After you have selected the Home Furnisher and Furniture Dealer as your distributor—

Keep him in touch with your activity and sales program through the Furniture Record.

Few Business papers have as great an influence in their field over the dealer as the Furniture Record. Your activity program presented to him through this paper will gain co-operation and support.

### Write for Facts

Victor B. Baer Co.,  
47 West 42d St.,  
New York City

Edward R. Ford,  
53 West Jackson Blvd.,  
Chicago, Illinois.

Sam Leavick,  
510 Union Trust Bldg.,  
Cincinnati, Ohio.

# The Grand Rapids Furniture Record

*A paper with true dealer influence*

# One Million Men

are members of a club with 2,700 club houses—and a new club-house opens every five days.

This is a fertile field for dealers in

*Billiard Tables and accessories*

*Bowling Alleys and accessories*

*Shuffle Boards and accessories*

CHECKERS, DOMINOES AND ALL  
OTHER INDOOR AND PARLOR  
GAMES ARE IN CONSTANT USE.

The industrial and welfare activities of the Y. M. C. A. reach nearly five million men who are allowed the use of the club houses.

Obviously replacement of equipment is also a big item.

*Write "Association Men," the official organ of the Y. M. C. A., for full details of the effective way to reach this big field.*

Our service to advertisers insures unusual results. Ask about it.

347 Madison Avenue  
New York City  
New York

Western Office  
19 So. La Salle Street  
Chicago

We all remember how, during the war, a country-wide movement was inaugurated to induce people to trace every possible walnut tree. The Government, it was explained, was in dire need of walnut timber to make gun stocks. Boy Scout troops in every city were started out on a search for walnut trees.

A business man living on a country estate at Lake Forest, a suburb of Chicago, was very proud of a huge walnut tree—the only one on the place.

One day some Boy Scouts came and tagged it. It was listed as part of the walnut-timber assets of that part of the country.

"I really believe," this man told the writer, "if the war had lasted another six months somebody would have come and cut down that tree."

The facts are, according to the American Walnut Manufacturers' Association, that there are enormous quantities of walnut trees growing in many parts of this country.

There are enough of them, an official of the association said to *PRINTERS' INK*, to supply legitimate needs for scores of years to come.

"You and I and our great grandchildren will be dead long before walnut is gone," he declared.

The Government's campaign made the walnut lumber interests wake up. They reasoned that if the idea about the scarcity of walnut were really as widespread as it seemed, people would quit buying walnut, thinking the price would be prohibitive. The obvious thing was to set the people right by a campaign of advertising. This is being carried on now.

Of course nobody contends that walnut lumber is as plentiful as it was. The idea of using it for fence posts and for rafters in barns has gone out of fashion. But for cabinet work, fine interior finish and similar purposes it is declared there is an ample supply for many years to come.

The people did not know this. It is safe to say they will be surprised when they read the as-

sociation's advertising in national mediums.

A similar condition of apathy or apparent indifference is to be seen in other branches of the lumber industry. Various associations have taken little forays into advertising now and then. But now the thing seems to have started in earnest in a big national way.

The American Hardwood Manufacturers' Association has begun a campaign in national magazines, the purpose of which is to give the people of the country a better understanding of the lumber business as a whole which is declared to be "the nation's second largest basic industry."

The unusual feature of this advertising is that it is not going to talk specifically of the varied species of hardwood lumber. Previous campaigns put out by lumber associations have been limited to individual boosting. This effort will be in behalf of all lumber. The benefit to the hardwood association will be indirect.

#### TO SHOW UNDERLYING FUNDAMENTALS

The campaign which started in July will be carried on by means of a series of advertisements entitled "Glimpses into the Spirit of America's Second Greatest Industry."

Glimpse No. 1 was headed "Similarity of Ideals Is What Makes a Nation." In this it is declared that "next to food, shelter is the most important thing for mankind and for this purpose the various products of trees have been his chief reliance ever since the increasing population caused a shortage of caves. So the American lumber industry is and always has been practically second to agriculture as a facile, dependable and economical reliance for us all."

Glimpse No. 2 shows a picture of a solid bed of eastern hardwood logs which is said to extend for more than two miles and which "in due course will yield over twelve million board feet of the best furniture, trim and specialty woods in the country."

The advertisement reminds its readers that nowhere in the world does the science of lumbering equal American methods.

The third advertisement of the series will picture a track-laying gang repairing a lumber railroad through a flooded Southern hardwood forest. This is supposed to add emphasis to the thought that prevailing prices for lumber do not all represent a manufacturer's profit. It will have as its title "Labor with a Smile Is the Measure of the 'Boss.'" The idea is to supply a valuable commentary on general labor conditions as they are alleged to exist in the lumber industry.

The American Hardwood Manufacturers' Association, it will be remembered, was subjected to injunction proceedings some time ago on a charge of violating the anti-trust law. The court ordered in effect that the various members of the association have no business dealings with each other. This judge's opinion, though not literally his inhibition, extended even to straight-out co-operative advertising of its products. This may or may not have something to do with the decision to start the present series of institutional advertisements. Be this as it may, the association very plainly is doing the kind of advertising now that will put it before the people in a different light.

#### ADVERTISING'S ADVANTAGES BETTER UNDERSTOOD

"The chances are," said a man connected with the association, "that if this kind of advertising had been done ten years ago the public feeling toward the lumbermen would have been such that the court action never would have taken place. This was based upon a misapprehension of the facts. Of course, we took too much for granted. Or possibly it might be said that some of us were not as much concerned as we might have been about what people thought.

"There is, you know, such a thing as a man taking refuge in his own personal knowledge that he is not the crook or the repro-

bate that he is said to be. He may know he is doing right and may have preserved his self-respect inviolate. He wraps the mantle of dignity about him and lets the people talk.

"This sort of thing won't work in business. However righteous it may be it is a relic of the old school of merchandising. The lumber industry has been slower than others in fighting its detractors and in letting the country know the exact truth about it. It isn't thoroughly awake yet. But I do believe this campaign of the American Hardwood Manufacturers' Association will open the way for some constructive advertising in which the whole lumber industry will take part by creating a powerful background of public knowledge and public favor behind the various legitimate selling campaigns of the various woods.

"Many of the erroneous ideas are based on propaganda spread either by uninformed sentimentalists who say they want to save the forests from exploitation for commercial purposes or by others for business reasons.

"For example, take the widespread idea that wooden buildings are fire traps. The average person does not know that there really is no such a thing as a fire-proof building. The materials used to make a building may be fire-proof but the building itself cannot be. We have known all along that the insurance companies' rates are in favor of mill-construction buildings, with wood beams and sprinklers. This in itself is sufficient answer. Why have we not advertised this fact? you ask. I suppose the best answer would be to say that the lumber industry has been in the past so automatically successful that it has not realized the insidious encroachments on its ultimate markets. Doubtless when we encounter our next sag we will broaden our conception of advertising. It would be wiser to do it first."

There was a move made four or five years ago to combat the idea

## The Evening Star.

MANUFACTURED BY G. C. MURRAY, FEBRUARY 10, ONE-THIRTY-EIGHT, PHILA.

## USE DENIES "THREAT" IDENT TO QUIT EUROPE; ERS OPPOSE HIS PROGRAM

## PAY RECLASSIFIERS URGE EFFICIENCY PLAN FOR CLERKS

INTERN EX-KAISER, LANSING'S PLACE  
ALLIES NOW ASK TO BE FILLED THIS  
WEEK IS UNDetermined

**SENATOR JONES  
TO RETAIN 50-50**

Wilson Note Cong. series Plan  
Discord

THE REINFORCED SYSTEM 10

Send to Union East  
4075. Date, Day of Year 1900

Wilson  
Drama

YOU only have to figure on ONE medium to completely cover the National Capital with its more than four hundred thousand people.

The Star alone will do it  
thoroughly.

If there are any details about this market which you want, write our Statistical Department and they will be furnished promptly.

## The Evening Star.

## WASHINGTON, D. C.

Write us direct or through our

New York Office  
Dan A. Carroll  
Tribune Building

Chicago Office  
J. E. Lutz  
First Nat. Bank Building



## "That Broadside Smashes Home"

"Gloves for hard work. Strength! The idea of strength is carried out clear through. Why even the paper is strong. Not a sign of a crack where it is folded through the illustrations."

THE idea of emphasizing basic sales points in broadside advertising is increasing sales for thousands of advertisers. To portray strength, beauty, dignity, or any other feature successfully, paper must be selected as carefully as copy and illustrations. Results prove this. Send for booklet "Paper as a Factor in Modern Merchandising" which explains.

Foldwell is peculiarly adapted to the "dominating idea" in broadsides. Its specially prepared surface and long-fibred strength can be used to your advantage. Foldwell Coated Papers are made in Book, Cover and Writing.

CHICAGO PAPER CO., Manufacturers  
821 S. Wells St.

CHICAGO, ILL.

Nationally Distributed

**FOLDWELL** COATED WRITING  
COATED BOOK  
COATED COVER

that wooden buildings were necessarily highly inflammable, such as the man just quoted speaks about. The National Lumber Manufacturers' Association put out a booklet treating on wood construction and its relation to fire losses in Europe and America. It was called "A Surprise Book." Only comparatively few copies were circulated. It was not advertised, and its revelations went to waste. The war came on and stopped building. The campaign flivvered out for no apparent reason. The book is a convincing presentation—one that would do some good were it given adequate circulation.

The lumbermen's association of Chicago also got out an illustrated booklet a while back as part of some propaganda against a proposed extension of the city's fire limits which would prohibit the construction of frame buildings.

But in general the lumber people have not made any organized efforts to set forth their ideas regarding the safety of frame buildings. Neither have they gone very far in support of their contention that there is yet enough standing timber in the country to supply lumber for many years.

#### A BEGINNING OF INSTITUTIONAL ADVERTISING

The campaign just started by the American Hardwood Association represents the first real effort to present the lumberman's case in a national way. Close observers believe it is the forerunner of much advertising along this line.

"And when it does get fairly under way," a Chicago lumber man said to *PRINTERS' INK*, "some interesting and surprising things will be told to the people. You wouldn't believe, for instance, that there is yet a great plenty of fine pine in the forests of the Carolinas, would you? Well, there is. In the presumably 'denuded East' it will be used for building purposes for many a year yet.

"People don't know this and a great many other things they ought to know about lumber. Advertising will tell them."

While the lumber people are

thus breaking into institutional advertising it is interesting to note also that they are continuing forward steps in the kind of advertising that can sell lumber directly, as evidenced by the remarkable work done by Cypress—which amounts to a historic citation in the whole field of advertising. Without the least desire to be critical, it must be admitted that while the advertising of species has been notably successful the industry as a whole has neither recognized nor used its greater opportunity. The dogmatism of success, spoken of in the beginning, naturally had a great deal to do with this. The same considerations that would cause the lumber interests to disregard attacks and propaganda would cause them to overlook the value of advertising their wares direct.

But when the light of advertising begins to break it dispels a lot of antiquated notions.

A sawmill has a short life as compared with other manufacturing plants. It may last five years or fifty, depending upon the extent of the available timber in the locality. When the mill finally is obliged to move it may have to begin the production of an entirely different kind of lumber.

Lumber manufacturers, recognizing this basic principle of their industry, are now beginning to see the value of establishing good will. If the lumber buyer can be sold thoroughly upon a certain trade-mark, or even company name, then the producer's good will is going to last, even though he moves to another location and produces another kind of lumber.

The capitulation of the lumber industry to the force of advertising really marks an epoch. Lumber held out for a long time, but now it seems to be preparing to go the whole route. With lumber advertising in the right way and with the farmers planning a nation-wide campaign to get the city and the country together, as was told in *PRINTERS' INK* of August 12, it would seem that advertising really is beginning to get a decent start.

# A Trade Ballot to Determine Whether or Not Copy Is Right

Square D Company Seeks Justification for Its "Fear Copy"

**W**HAT are you to do when your strongest selling point exposes a weakness of the line? It often happens. You might gain by thus putting your best foot foremost, but you might lose by injuring the business as a whole.

A case at point, as the lawyers put it, is that of one of the large wholesale tea merchants. To avoid having his tea come in contact with sweaty hands, as is the usual case with tea roasted in China and Japan, he has invented and installed a machine for roasting tea which obviates contact with any part of the body. He has never had this machine patented, depending upon his ability to keep its structure a secret, and so far he has been successful. Very few of his employees have seen it—not even the advertising manager who has been with him nearly six years, has had that privilege.

Many times salesmen have urged the manufacturer to centre his advertising around this striking advantage which his product possesses over that of competitors. But his answer is, "I am engaged in building up the tea business, not in tearing it down." He believes that he would suffer greater loss through the injury that would come to the business than he could possibly gain through exploiting his unique advantage.

The same question presented itself to the American Chain Company in advertising Weed chains, but the decision was the opposite to that of the wholesale tea dealer. Plainly its strongest appeal was to fear, and that appeal was worked to the limit.

Some of the faint hearts of the automobile industry were greatly disturbed when the pictures of

disastrous automobile wrecks began to appear in Weed chain copy. They had harrowing fears that timid women and cautious men would be deterred from buying cars by having their attention centred on what might happen to them if they were driving. For a time these pictured dangers, together with an occasional accident witnessed, and numerous others reported in the daily press, may have prevented or delayed some sales.

But the continued insistence of the Weed copy that Weed chains were a sure preventive for most of these accidents, and the daily demonstrations of the effectiveness of the chain have stimulated such confidence that doubters have bought both automobiles and chains. So in the long run Weed advertising has helped to sell cars as well as chains.

#### DEPENDENT ON GOOD WILL OF DEALERS AND CONTRACTORS

The Square D Company, of Detroit, manufacturer of an electrical safety switch, is now in much the same position as the American Chain Company when its advertising was under criticism. But there is this difference: the Weed manufacturers were only incidentally interested in the good will of the automobile manufacturers. The Chain Company could create consumer demand and dealer co-operation independent of the manufacturers of cars, as dealers are always glad to get a salable accessory. But with the Square D Company the hostility of dealers and contractors might prove serious.

The company in its consumer advertising is playing up the dangers of the open switch in one of the national weeklies, and is making a direct appeal to busi-

Made in Springfield, Mass.

# Sterling Papers



The Worthy Paper Co. Association (mill at Mittineague, Mass., in "Greater Springfield") are manufacturers of the famous Sterling brands of high-grade papers, distinguished by the Company's trade mark £, the sign of quality, watermarked in each sheet. The products of this mill include Sterling Bond, Sterling Ledger, Sterling Linen, Sterling Superfine; also Wedding Papers and Bristols, and the Worthy line of Manuscript Covers.

Springfield's total property valuation for 1920 is \$231,697,735, an increase over 1919 of \$24,314,865, of which a good proportion is in new buildings. Springfield's population is 130,000. It is the third city in Massachusetts.

### **City and rich suburban territory covered thoroughly by the**

# Springfield Republican and The Daily News

**Circulation over  
50,000**

### *Largest Circulation in Massachusetts Outside of Boston*

**Kelly-Smith Co.,**

Foreign Marbridge Bldg., New York  
Representatives Lytton Bldg., Chicago

# THE NORTH- EAST COAST OF ENGLAND



## IS SO IMPORTANT

THAT IN ANY NATIONAL  
PUBLICITY CAMPAIGN IT  
MUST SECURE A FIRST PLACE.

### *The Three Great Rivers of the North*

#### THE THE THE TYNE, WEAR, TEES,

are sufficient to indicate the importance of the district. From York to Berwick everybody is busy. It is one of the Three Always Busy Areas.

## THE "NORTHERN ECHO"

IS SO IMPORTANT THAT IT CANNOT BE OMITTED FROM ANY NATIONAL SCHEME.

It Covers the North-East Coast.

**Principal Offices :**  
Darlington, Newcastle-on-Tyne,  
Middlesbrough, Sunderland.

**London Offices :**  
The Newspaper House,  
169 & 170, Fleet St., E.C. 4.

ness men through the business press. Technical publications are also being used to reach the trade and professional men of the electrical industry.

It is the belief of this company that the habit of procrastination is so strong, especially when "taking thought for the morrow" costs money, and the benefits that may accrue lie in the indefinite future, that fear is the only appeal that will bring practical results.

The objection to the appeal to fear is not that it is negative, but that it frequently has an unpleasant aftermath. Some of the firms which have used this negative appeal with conspicuous success are the Pyrene Manufacturing Company, accident insurance companies, and the National Safety Council.

With the first of these there was little danger of a boomerang effect. People would continue to build houses even though an occasional house burned. With the insurance companies it was much the same. They showed that the "most dangerous place (for accidents) is the home." That is, more accidents happen around the home than anywhere else. Yet there was no danger of breaking up home life merely because accidents happen at home.

The National Safety Council has adopted the method of "throwing the spotlight into the danger zone, and warning the prospect that he will be next if he doesn't watch out." This organization has nothing to sell, and commercial interests are not involved. It is engaged in preventing accidents by urging more caution. It regularly issues two-color posters made of photographs of conditions surrounding accidents, near accidents, dangerous locations and practices that induce accidents. And it is stated that more than a thousand photographers and artists are engaged in collecting material for this advertising. A typical poster showed a hand suffering with blood poisoning caused by neglect. It was grawsome but effective.

This association does not deal

in horrors from choice, but because it has found that fear of mutilation and suffering is the mental state most conducive to care and caution. Connected with each misfortune pictured is a suggestion which, if used, would have prevented it. Indeed, the purpose of picturing the accident is to show how to prevent it, or if that is impossible, to point a way to minimize its consequences.

The Square D Company calls attention to the most harmful publicity to the electrical industry which is found in the public press, frequently informing the public that "electricity has claimed another victim," and leaving the impression with the reader that such accidents are inevitable where electric current is used. That is why it is so injurious.

Just as the National Safety Council has used the photographs of misfortunes to avoid other misfortunes, so the Square D Company has pictured accidents to illustrate how easily they might have been avoided. Some of these instances were reports taken from the daily newspapers. While frankly admitting that accidents do happen, the copy points out in all the instances used that there was a way to avoid such a catastrophe. The impression this advertising leaves is that accidents with currents are the result of inadequate safety devices, not that they are to be taken as a matter of course because unavoidable in the industry.

It is the company's contention that its copy, just as with the Weed chain advertising, will finally result in an increase of confidence in the basic industry—not that it will be undermined. Also, just as with the Safety Council, that it is using the appeal that will be most effective.

#### WILL IT HURT WHOLE INDUSTRY?

Yet some of the "big men" in the electrical industry have taken exception to the Square D Company advertising, just as some of the automobile men criticised the Weed chain advertising. They are afraid that it is going to hurt business. The company can il-

afford to antagonize any considerable part of the men in the basic industry. It feels that it cannot change its advertising without impairing the effectiveness. Its position is a delicate one.

To meet this adverse criticism, and at the same time get into closer touch with the trade the Square D Company has written 4,000 firms that are contractors, dealers, jobbers or proprietors of central stations—which is a little more than one-third of those four branches of the industry in the United States.

The letter states its trouble frankly and asks the recipient's opinion, to be written on a printed ballot which is enclosed and which presents the "case" for and against the advertising in parallel columns, with a blank space for the verdict. Briefly the question is: Will graphically portraying the dangers of the exposed switch and using the negative appeal of fear hurt the electrical business or, will the frank admission that electricity is dangerous when improperly guarded, and pointing out a remedy for every danger portrayed not prove constructive in an advertising campaign?

These ballots are to be sent to one of the technical publishers who will act as referee and teller, thus avoiding embarrassment for those who are not in sympathy with the advertising. The combined verdict will give the unquestioned attitude of the trade. And taking the ballot may also sell the advertising to the trade. Of the replies which have come in at this writing, 69 per cent support the copy, 8 7/10 per cent favor a modification of the appeal and 21 7/10 per cent oppose it.

## Advertising to Sell Navy Surplus Stocks

THE Navy Department, in its endeavor to dispose of the huge surplus stocks left on its hands since the Armistice, has for some time been using advertising effectively.

This Government Department had no preconceived plan to follow in its use of advertising. All that was desired was to sell the immense stocks it had at a sales expense of one-half of one per cent. So far the use of advertising has kept the expense at that low percentage.

There has been no attempt to blanket the nation with advertising. Nor has there been a campaign that has kept hammering away at one market for a great length of time.

The procedure that the Navy has followed calls for a report from its various yards in New York, Philadelphia, Puget Sound, Norfolk, Washington, D. C., Charleston, S. C., Mare Island and Great Lakes, Ill., of materials on hand. These reports are summarized at Washington. With a knowledge of the total amount of each of the many different products on hand a search is made for a market in need of this or that material, or the market where each kind of the varied stock is normally sold.

When such a market has been found then advertising is engaged in. Recently it was found that a surplus stock of 900,000 pounds of lead was on hand. A newspaper campaign was immediately opened in Pittsburgh, when it had been found that a demand for lead existed there.

The display advertising of the Navy Sales Board has all the accoutrements of a national advertising campaign. There is uniformity of style in the copy, and uniformity in the physical appearance of the advertisements. A slogan, "Buy It from the Navy" finds its place in every advertisement. A return coupon is generally found in each one. From the replies received a list for direct-by-mail campaigns is being made.

The sales and advertising work of the Navy is under the direction of Commander J. D. Robnett. T. H. McClure, recently publicity manager of the Bureau of Navigation, U. S. Navy, is advertising counselor.

# Advertising in the Omaha newspapers during the first seven months of 1920

(Figures Compiled from the Haynes Advertising Company Statistics.  
Measurement in Inches.)

| Classification                    | World-Herald | Bee     | News     |
|-----------------------------------|--------------|---------|----------|
| Amusements                        | 21,153       | 18,813  | 20,239½  |
| Building Material                 | 1,820        | 1,701   | 1,197½   |
| Books and Publications            | 4,397½       | 931½    | 3,010    |
| Clothing                          | 80,417       | 37,837½ | 57,105   |
| *Curative Agents, Hospitals, etc. | 369½         | 1,037½  | 469      |
| Dentists                          | 3,173        | 1,782½  | 2,879    |
| *Drugs and Toilet Goods           | 3,733½       | 4,029   | 6,597½   |
| Department Stores                 | 62,308½      | 63,718½ | 48,564½  |
| Educational                       | 1,560        | 1,546½  | 1,072    |
| Farm Accessories                  | 1,974        | 772     | 1,079½   |
| *Financial                        | 15,334       | 16,249½ | 12,522   |
| Food                              | 33,839       | 21,741  | 28,852½  |
| Furniture                         | 31,480       | 20,232  | 27,187½  |
| Hardware                          | 3,004        | 1,447½  | 2,025½   |
| Hotels and Restaurants            | 1,685        | 1,389   | 911½     |
| Household Appliances              | 6,916½       | 631     | 3,548½   |
| Insurance                         | 1,601½       | 794½    | 1,141    |
| Jewelry                           | 935½         | 899     | 2,440    |
| Musical                           | 13,426½      | 8,227   | 9,641½   |
| Office Supplies                   | 824          | 267½    | 265      |
| Printers and Engravers            | 842½         | 1,308   | 849      |
| Railroads                         | 1,375½       | 1,312   | 1,491    |
| Shoes                             | 10,617½      | 3,606½  | 8,923    |
| Tobacco                           | 7,382        | 4,737   | 5,127    |
| Miscellaneous                     | 33,437½      | 31,616  | 31,865   |
| Motor Vehicles                    | 25,360       | 23,065  | 19,623½  |
| Auto Accessories                  | 4,342        | 2,225½  | 2,782½   |
| Tires                             | 8,484½       | 3,943   | 6,794½   |
| **TOTALS OF DISPLAY               | 381,793½     | 275,860 | 308,204  |
| TOTALS OF CLASSIFIED              | 151,844½     | 58,972  | 58,501½  |
| TOTAL ADVERTISING                 | 533,638      | 334,832 | 366,705½ |

\*\*Medical Advertising (not included above, and refused by World-Herald).. 21,651 29,391½

\* The World-Herald does not publish curative agent ads, drug ads, or oil stock ads, hence the apparently poor showing in these three classifications.

## The Omaha World-Herald

O'MARA & ORMSBEE, Inc.  
Special Representatives

New York Chicago

H. DOORLY,  
Business Manager



"In playing a stymie, use a niblick \* \* \* the loft of the niblick will carry your ball over the interposing ball."

—Harry Vardon, in *Golf Illustrated*.

**T**HE new U. S. Golf Balls are dependable balls. They fly true and putt true, and are uniformly accurate from core to cover—well balanced, sound and lively. There's a size and weight to suit your style of play. Buy them from your pro or at your dealer's.



**U. S. Royal**  
\$1.00 each

**U. S. Revere**  
85c each

**U. S. Floater**  
65c each

*Keep your eye on the ball—be sure it's a U.S.*

**United States Rubber Company**

# First Hand Advice to Salesmen in Latin America

Knowledge Must Embrace an Understanding of a Wide Range of Apparent Irrelevancies

SALESMEN traveling in Latin-America cannot use the same methods that get results at home. They cannot hustle into a place of business, slam their sample case on the counter, hand out a cigar and a breezy story, and then sharpen their pencils and open their order books. Everything is different from conditions at home, and adequate preparations should be made to meet and cope with the differences in order to attain success.

Salesmen who hope to sell goods in Latin-America should be especially prepared for the work. First and most important is the language. They must know it. You may have heard of comparatively successful salesmen in Latin-America who did not know the language, but they sold goods in spite of the fact that they did not know the tongue of their customers. How far would a salesman go in the United States if he did not speak English?

After learning the language, in fact coincident with the study, the prospective salesman should learn something definite about the history, politics, business, literature and social customs of the country or countries he expects to visit. This, of course, will take time, but it will prove worth it. Knowledge of these things on the part of a foreigner is considered a great compliment and ignorance of the same things, though it may not be apparent, is looked upon with disfavor. Of course, it seems almost inconceivable that a salesman should visit a country without a clear knowledge of its geography, but such ignorance on the part of some American traveling salesmen is only equaled by that of a native Colombian in the high Andes as related by Harry A. Franck.

On his walking trip from Bo-

From *Star and Herald*, Panama City.

gota to Quito, Franck stopped one night with a poor mountaineer and explained to him that he came from the United States.

"Good," replied the countryman, "but, Señor, is that a town or a place?"

There is a psychological time for talking business to a Latin-American customer, although it is impossible to tell exactly when that time arrives; experience will teach the salesman. It certainly will not be the first call, unless the customer broaches the subject himself. It may be the second or third time or it may be over a drink or a game of billiards at the club.

I know one most successful salesman who has been selling American goods in Latin-America for many years, who almost never mentions his business. He claims that much of his success is due to his natural love for children and the fact that he never forgets their names and always inquires about them. Recently he spent three months in a country that is perhaps more anti-American than any in Latin-America, with the possible exception of Mexico, and did absolutely no business until the last week of his stay. While there the influenza attacked the capital and he organized the resident Americans to fight the plague. After the fight was won he headed another organization that provided for the care of the widows and orphans of the men who died from the disease.

As soon as this was done he began to get invitations to lunch from business men, telephone calls from others, letters of appreciation and gratitude, and orders for his goods. Men not known to him stopped him on the street and gave him orders. He did more business than he had ever before done in that country, and it is business that will stay with him.

## Keeping Up With The Times

### A FACT A WEEK

Washington D. C., is now the 14th city in size and first in importance in many ways.

The Washington TIMES has nearly doubled its circulation since the 10 year ago census and is the only newspaper in the District of Columbia selling for 3 cents daily.

**The Washington Times**  
WASHINGTON, D. C.

Salesmen for Latin-America should be well educated and they should be gentlemen. They should have social experience and above all things they must be courteous. No matter how courteous they may be they will find in the end that the balance on that score is in favor of the Latin-American. The salesmen should dress well, travel well, and have a respectable expense account, as Latin-Americans are impressed by appearances and entertainment plays a large part in their business relations. It may seem expensive to do business with Latin-Americans on this scale, but it should be remembered that once a customer has been gained he will stick and it may be necessary to call on him only once a year or perhaps every two years.

One of the things that salesmen should not do is "to knock" their competitors, especially if they happen to be Americans. It doesn't go in Latin-America. It will not change the Latin-American, because he does not consider it a gentlemanly thing to do. It is better to boost your competitor in a friendly manner, especially if he is an American. You may be able to acquire competitors' customers by exceeding them in courtesy and friendliness, but almost never by "knocking."

"Knocking" and complaining do not get across with people who are much given to compliment, who find something to appreciate and compliment in everything. An intimate knowledge of their country and surrounding conditions will make possible fair compliments even under seemingly impossible conditions. Accept their countries as you find them and do not make odious and disparaging comparisons. Their hotels may not be up to the best in your own country, their trains may not be so luxurious as the best or even the poorest at home. You will find innumerable things "to knock," but don't do it. Look for something to compliment and do it, if you want to do business.

Salesmen for Latin-America should be real Americans. They should not be foreigners with only

## Broadan Wall & Boersianer

THE NAMES of America's two leading and most brilliant writers on high finance and market conditions throughout the world—household words among bankers, brokers and all that vast fraternity whose business it is to get the best available and most reliable news on matters of finance at the very earliest possible moment.

The financial section of the NEW YORK AMERICAN to which these famous writers contribute, is well known for its accurate information—very often in advance of all other papers—for the absolute protection of the readers by a most rigorous censorship of all financial advertising, and the expert advice given through its Investors' Service.

The superlative treatment by the NEW YORK AMERICAN of the financial news of the day is more than a habit of making every feature in the paper the best of its kind. It is a necessity to its readers who invest hundreds of thousands of dollars every week on the strength of this advice.

Could an advertiser find a more fertile field than these 300,000 readers of the NEW YORK AMERICAN—the only three cent morning paper in New York?

# INSURANCE!

THE RICHEST, LEAST CULTIVATED FIELD FOR THE GENERAL ADVERTISER

The greatest Buying Power in the World is in the Insurance business. The companies themselves buy adding machines by the gross, typewriters by the thousand, office equipment by the car-load and stationery supplies beyond measure. Insurance Agents—you know some—are keen wide-awake men. They live well, dress well, ride in automobiles and travel in luxury. They are good spenders and so are their families. Then there is a class of insurance men we will tell you more about later, who don't buy a thing they don't need personally, but who do have a lot to say about what kind of a sprinkler system should be installed in a new factory, what kind of hollow tile is "approved," and what kind of fire extinguisher "meets the requirements."

Watch for our ad in PRINTERS' INK and we will tell you some of the things we have learned about the Insurance market in our 61 years of service.

*The Weekly Underwriter*

Established 1859

EIGHTY MAIDEN LANE

NEW YORK, N. Y.

their first papers and without sympathy or real love for the country they represent, or, better, misrepresent. I have met salesmen going out to Latin-America of foreign birth who did not know Spanish and whose knowledge of English was so limited as to be ridiculous. When traveling in Latin-America salesmen should leave their politics at home. They should be proud of their own country and they should not criticize with political bias their own government any more than they should "make the eagle scream" and spread what is commonly known as "Yankee bluster and boasting." When away from home salesmen should be "Americans first."

A salesman must know more than his line and the things previously mentioned. He must know about freight rates, steamship lines, transfer charges, customs, credits and exchange. He must be able to answer accurately questions relative to these things, as well as to take orders for goods. His principals at home cannot be given too much information along the foregoing lines when the order is placed for shipment. Here comes in the much mooted, but ever important, question of packing, and if goods are to be transferred a number of times by rough stevedores, dumped on to concrete docks, jammed into holds of steamships, lightered ashore in a rough sea off some undeveloped port, and finally carried over the mountains by muleback or the llamas of the Andes, they should be packed accordingly.

The salesman who wants to increase American trade with Latin-America must be able to deliver as well as sell the goods.

### Shirt Manufacturer Appoints Lord & Thomas

The Chicago office of Lord & Thomas has secured the advertising account of the Charles Alshuler Manufacturing Company, of Racine, Wis., maker of men's shirts.

Arthur E. Morse has disposed of his interest in the Morse Advertising Company, Scranton, Pa., and has established the Arthur E. Morse Agency at that city.

# SERVING nearly 2000 AGENCIES and ADVERTISERS

A PROMINENT agency  
tells why—

August 14, 1920.  
"Standard Rate & Data Service,  
Detroit, Michigan.

Gentlemen:

We feel prompted to write you in reference to the wonderful improvement and additions shown in your service. At first we were a trifle skeptical that any such service would be any better than the efforts of other concerns who had supplied such data. For the life of me I cannot see why any space buyer or advertising manager would be without your service no matter if it cost ten times what it does.

(Name on application)."

—And hundreds more like it.

EVERY issue contains detailed rates, mechanical requirements and minute circulation analysis on—

—DAILY NEWSPAPERS  
—GENERAL MAGAZINES  
—WOMEN'S MAGAZINES  
—AGRICULTURAL PAPERS  
—TRADE, CLASS and TECH-  
NICAL PERIODICALS

No confusing reference  
marks or abbreviated infor-  
mation. Easy to read or  
carry around. Dependable  
data revised to the minute.

There is no obligation in asking us to send you a copy of the current issue on ten days' approval. Write today while it's fresh in your mind.

### Standard Rate & Data Service

*The National Authority*

154 West Fort Street, Detroit, Michigan

Any Advertising Agency

National Advertiser

Publisher or Publishers'

Representative

Insist on the "Standard"

It Is

*The National Authority*

Oldest—most reliable  
monthly rate service



## PERSONNEL INKLINGS

The problem that frequently confronts every man entrusted with the management of a business is—How to find men to fill responsible positions?

Should he at these times divert his own attention to it—

Should he permanently maintain an elaborate system to meet it, when—

He can retain the services of an organization that will work for him at all times.

A more complete description of such a service is contained in the September issue of "Personnel Inklings," which will be sent upon request to the interested official of any company.

**PERSONNEL INKLINGS**  
INC.

**340 Madison Avenue**  
**New York City**

## Campaign for Better Housing Conditions

THE housing situation in Philadelphia does not differ much, perhaps, from conditions existing in most other cities of the country. New industries have caused an influx of homes seekers. High money rates, the difficulty of securing mortgages, the high cost of building materials and the high rentals and sales prices of the houses that are built—all have contributed toward the problem.

In Philadelphia, however, the Real Estate Board has entered upon an advertising campaign, having unusually broad-visioned motives behind it. The advertising aims to get the co-operation of the citizens in an attempt to lessen the difficulties; to disabuse the public's mind as regards real-estate profiteering and inflated values, and to convince those with money to invest, that mortgages on homes as well as on industrial plants and business properties are as safe to-day as in the past.

The campaign aims further to boom the city by developing a spirit of co-operation between the citizens and the real estate brokers, making this spirit manifest to industries through conscientious endeavor to find homes for the workers. An appeal is made to the home seeker to locate now before the fall rush is on.

The present campaign calls for \$50,000 to be used in advertising in all Philadelphia newspapers, morning and evening, for from three to four months. The copy is 360 lines, illustrated, and runs twice a week. It is aimed to increase the fund to \$150,000 to carry the campaign through a twelve-months' period.

Linking up with this newspaper campaign is a direct-by-mail plan. Proofs "as inserted" are sent to every member of the Real Estate Board in sufficient quantities to meet his outgoing mail requirements. In this way the campaign is made to do duty *every day*, and reaches directly those in any measure interested in real estate.

# Which Electric Dish-Washer Shall Lead Them All?

**E**VERY 12 months the time spent washing dishes by hand equals about 800,000 years.

There are some good machines made to do this work.

But the people who wash the dishes know nothing about them.

If you manufacture a dish-washer or any electric specialty, this is the time to begin maneuvering for leadership.

One of the best guarantees of success is the selection of competent and experienced counsel.

Write to us. An interview will be arranged.

**Matteson-Fogarty-Jordan Co.**  
**Advertising**

140 North Dearborn Street, Chicago

Telephone Central 3820-3821



*By Special  
Appointment*

# **GREAT BRITISH Manufacturing & Wholesaling COMPANY**

*(Established 1837)*

with staff of travellers and direct representatives covering whole of England, Scotland and Ireland.

## **Desires one or two Agencies for American**

### **Grocery or Druggist Lines**

Only well-established and nationally-advertised specialty lines of real merit are desired.

Advertisers are a successful and progressive firm, famous throughout Great Britain and her Colonies; they hold the Royal Warrant of Appointment to H. M. King George V; and themselves are, and have been for 50 years, great national advertisers.

Large and imposing premises in both London and the North of England, with acres of warehouse space.

*Apply in first instance,*

**W. P. B. Box 41, c/o Saward, Baker & Co.,  
Advertising Agents, 27 Chancery Lane.  
London, W. C. 2, England**

## The Pacific Northwest Has Own Advertising Organization

Report Shows Wherein Washington, Oregon, and British Columbia Have Benefited Since Advertising Began—Tourists and Settlers Turned Toward the Northwest

WHEN the governments of Oregon, Washington and British Columbia made advertising appropriations that were to be handled as one fund by the Pacific Northwest Tourist Association, they made possible the first real co-operative effort in the Pacific Northwest to capitalize scenery and climate.

The Pacific Northwest Tourist Association, which made the mountains, rivers, lakes, sea beaches, forests and highways of that territory pay a cash dividend, has as its directors men not engaged in the tourist business. These directors are all business men who see the possibilities that advertising has in bringing money and new inhabitants into their districts.

The president of the association, W. J. Hoffman, in reporting on the campaign to date, says:

"There is an influx, although quite and unobtrusive, of people from other parts of the country into our country districts and cities. This is evidenced by the scarcity of empty houses, the sale of many during the past twelve months, and the sale also of small parcels of land. Many people, after they have rented houses or made sales, have wondered from whence has come this desire to rent or buy, little realizing that the attractions and advantages of our territory have been proclaimed broadcast throughout the length and breadth of the land. There is one instance of a case of this kind. A gentleman came as a tourist to one of our cities last year and spent a month there. He went home, closed up his affairs, returned last month and bought a \$25,000 home. If inquiries are



## Concentrate!

Don't Scatter  
and you will

## DOMINATE!

THE secret of successful advertising is—Concentration. Select the right medium, and "go all out" in that. *Concentrate!* Don't let your advertisement money get frittered away—a bit here, a bit there, and nowhere enough to achieve results.

Turn a deaf ear to every tempter who would lure you from this plain, sane course.

If you use many mediums the overlap wastes your money. Use the best only, use it well, put into it the money you were going to misuse elsewhere, and thus your advertising will acquire the necessary drive to ensure success.

For the advertising of High-Class Goods and Service to Britons at home and abroad

**THERE  
IS NO SUBSTITUTE  
FOR  
“PUNCH.”**

ROY V. SOMERVILLE  
Advertisement Manager "Punch"  
10 Bouvier Street  
London, Eng.

# VENUS PENCILS

*The largest selling  
quality pencil  
in the world*

THE matchless *VENUS Pencils*, known in every quarter of the world for their smooth, satin-like leads, represent the acme of excellence in pencils. Perfect for any purpose, they are always the cheapest in the end.

17 degrees of softness and hardness, 6B to 9H.

B's indicating Softness  
H's indicating Hardness

6B or 5B for copywriting or  
art work

3B or 2B for stenographic  
work

HB or F for general  
writing

H or 2H for ledger work

Plain Ends,  
per doz. \$1.00

Rubber Ends,  
per doz. \$1.20

At all stationers and  
stores throughout  
the world

American Lead  
Pencil Co.  
205 Fifth Ave.  
N. Y.

and  
London, Eng.

VENUS



made all through our territory, many similar instances will be found. The purchases may not be so large, but, on the other hand, some may even be larger.

"This publicity, however, is paying for itself in ready cash over and over again during the time it is being carried on. Before the association was formed it was stated in some of our principal newspapers that we were not getting over 2 per cent of the benefits from the tourist travel in America. It is estimated that we did not receive above \$7,000,000 per year, yet during the past year, only three years from our inception, the lowest estimate of cash actually received from this travel is \$35,000,000."

The association in 1919 spent \$51,674.60 for publicity work and \$9,464.19 for administration expenses.

"The advantages of combining the funds of the three States is obvious," states Mr. Hoffman. "If each State or Province spent its own money, it would only get the advertising that such an amount, say \$25,000, could pay for, less the full overhead expense, but under this arrangement they get the full value of the \$62,500 (the total amount appropriated by the three governments) with just one combined overhead expense."

The campaigns for the year ended March 31, 1920, included newspaper, magazine and outdoor display advertising.

## M. H. Briedy Joins New Orleans "Item"

Mark H. Briedy, who for the last seven years has been engaged in newspaper work in New Orleans, has joined the merchandising and service department of the New Orleans *Item*.

## Max Leckner Makes a Change

Max Leckner, formerly solicitor for Critchfield & Company, Chicago, is now with Henri, Hurst & McDonald, of that city, in a similar capacity.

## W. M. Templeton Joins Ayer

William M. Templeton, until recently Western representative for *Collier's*, is now with N. W. Ayer & Son.

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& Son.

*Speaking of*

## General Motors Export Corporation

A campaign including colored inserts advertising Buick, Cadillac, Scripps Booth, Oldsmobile and Chevrolet Motor Cars has been placed in the leading general magazines of the principal countries of Latin America by the Johnston Overseas Service.

This work embraced such problems as special rates, special positions and meeting certain local government restrictions.

In handling this campaign, the Johnston Overseas Service is co-operating with the domestic advertising agency, Joseph Richards Company.



**Johnston  
Overseas Service**

**Exclusively Foreign Advertising**

**277 Broadway, New York, U.S.A.**



## Accuracy

IF surveyors and engineers used old methods of measurement today, our cities and public works would look like jig-saw puzzles made with a gang-saw.

If great industries were run in a hit-or-miss fashion without foresighted measurement of possible results, their finish would be chaotic.

Accuracy in everything we undertake is of paramount importance. In sales promotion work—of which advertising is only a part—guess-work and hit-or-miss methods result in the squandering of precious funds, with temporary or comparatively no returns.

The advertiser should know what can be expected from his advertising methods. In this connection, what a client says of The HEEGSTRA Force is significant; \* \* \* "its greatest value consists in its grasp of the principles of merchandising generally, and intensive selling in particular. So that its apparent prime function of being advertising agents becomes decidedly secondary though a very necessary adjunct to its value as merchandising counsel, from manufacturing right through all the intermediate channels to the ultimate consumer."

That's why we are known as "An Advertising Agency + Plus."

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**H. Walton Heegstra Incorporated**  
 ADVERTISING 25 E. Jackson Blvd. CHICAGO MERCHANDISING

# A Profit-Sharing Plan That Makes Employees Real Partners

Employee-Partners of Winship, Boit & Company Share in Losses as Well as Profits

By Donald Kirkland

MOST of the profit-sharing plans inaugurated to date provide only for distribution of a portion of the profits to employees, but in case of loss the employees are not concerned. The percentage of profits assigned and the plan make it in effect a bonus on wages instead of a real sharing of profits.

Here is a profit-sharing plan in which each employee is given the standing of a full partner in the business, taking his percentage of the profits and standing for his share of the loss, if any. It is quite different in its operation from the ordinary scheme, and as such presents numerous points of interest.

The concern in question is Winship, Boit & Company, of Wakefield, Massachusetts, manufacturers of knit underwear sold under the two brand names of "Harvard" and "Merode," both of which are well advertised and have a wide sale. The concern is a partnership, not a corporation, and it is this fact which makes possible the partnership arrangement which was put into effect. Normally it employs about 900 operatives, most of whom are women. Its organization is remarkably stable. The concern has been established for thirty years. It has many employees of over twenty years' service; a large percentage have records of ten years or more. These facts bear an important relation to the nature of the scheme and its application.

The essence of the plan is a fifty-fifty division of profits annually between proprietors and employees, each employee sharing in the proportion which her wages for the year bear to the total payroll for the year. By way of example, if the total net profits

of the business are \$500,000, the employees receive altogether \$250,000; and assuming that wages paid totaled \$1,000,000, the profit distribution is 25 per cent of the payroll, and each employee would receive as her share of the profits 25 per cent of her earnings for the year. Thus we have the first element of a partnership arrangement, equal division of profits.

These profits, however, are not paid all at once. One of the purposes for which the plan was inaugurated was that each employee might build a nest-egg which would help to provide for her when age or disability should bring retirement. Therefore, 50 per cent of the profits are paid in cash, the other 50 per cent being credited on the books of the company to the employee and remaining in the business as a capital investment, subject to withdrawal under certain conditions, and for which a certificate is issued, called a "Dividend Certificate."

Assuming then that the employee received \$250 profit each year for twenty years, she would have received \$2,500 in cash and would have a credit upon the books of the company of \$2,500, receiving 6 per cent interest yearly upon the total credit at the end of each year.

In addition to this, each employee-partner, as she is called, received on January 1, 1920, when the plan was inaugurated, a dividend certificate for 20 per cent of her earnings in 1919, providing she had been in the employ of the concern one year, and an additional 1 per cent for each year of service beyond.

New employee-partners receive for the first year of their employment an arbitrary profit of 20 per

**Oakland Tribune** HOME EDITION  
LAND CARPENTERS OF BAY REGION VOTE TO RETURN TO WORK

**Oakland, California**

Q A city leading in manufacturers and that which attracts them — rail and water communication plus high labor efficiency.

Q A recent contest in ship construction with a New Jersey yard proved the superiority of the Oakland yard when a 10,000 ton tanker was constructed in 115 days, cutting the world's shipbuilding record for ships of this tonnage by 25 days.

You cannot cover Oakland and the East Bay Cities without using the OAKLAND TRIBUNE.

## Office Buildings—

with space at a premium and the demand growing daily, the construction of office buildings is being greatly stimulated.

Our readers, the building managers, are the deciding factors in the construction of the new office buildings and select the material to be used.

No greater market for building materials and equipment than that reached by

**BUILDINGS**  
and BUILDING MANAGEMENT  
Member A. B. C. and A. B. P.  
139 N. Clark St. Chicago

cent of their wages, whether the average profit exceeds this or otherwise; but in this case the whole is represented by a dividend certificate instead of cash, as was the case with the initial credit assigned when the plan went into effect.

### TERMS UNDER WHICH PROFITS MAY BE WITHDRAWN

The terms under which the profits credited on the books may be withdrawn are represented by the following clauses in the contract made between the proprietors and the employee-partners: "Any employee-partner who has been in the employ of the proprietors for the term of five years or longer and who has arrived at the age of sixty years shall have the right to withdraw each year 50 per cent of the amount credited on his certificate, said withdrawal to be made as of the first day of January in each year.

"Whenever an employee-partner who has received certificates as aforesaid for five years or more, or who has been in the employ of the proprietors for five years or more prior to the date hereof, retires from the employment of said proprietor, he shall have his certificates redeemed at full value in one year after he has given notice of his retirement, with interest at the rate of 6 per cent per annum, the valuation to be as of the date of payment. An employee-partner leaving before the expiration of five years' service shall permit the amount for which he holds certificates to remain with the proprietors until the expiration of five years from the date of his employment and shall receive interest thereon annually at the rate of 6 per cent per annum.

"The proprietors reserve the right to pay the whole or part of any certificate at any time.

"In case of the death of any employee-partner, the full amount to which he was entitled at the time of his death shall be paid in cash to his legal representatives."

It is seen by this that the withdrawal stipulations furnish strong incentive for the employee to re-

STRATHMORE EXPRESSIVE PAPERS

THE COST OF  
A LETTER

*Omitting Cost of Dictation  
—the Greatest Cost of All*

|                                 | Raw Material | Manufacturing | Total |
|---------------------------------|--------------|---------------|-------|
| POSTAGE                         | \$0.00       | \$0.00        |       |
| PRINTING and<br>ENVELOPE MAKING | \$0.00       | \$0.00        |       |
| STENOGRAPHY                     | \$0.00       | \$0.00        |       |
| OVERHEAD                        | \$0.00       | \$0.00        |       |
| PAPER                           | \$0.00       | \$0.00        |       |
| TOTAL                           | \$0.00       | \$0.00        |       |

*(A hand holds a pen over the chart.)*

*You run a letter factory*

Figure your letter paper as *raw material*  
 —your stenographic force as *labor*  
 —your typewriters as *machinery*  
 —your letters as the *finished product*  
 —your postage as *shipping*

Each item of this manufacturing process costs money—but the least cost of all is the raw material cost,—the *paper* cost!

We print herewith a chart showing that every letter costs you fourteen cents and a fraction, whether you use the cheapest bond you can buy or the best.

The only difference *Paper* makes is in the size of that fraction.

You *must* spend fourteen cents in any event. Be sure you are not hurting your finished product by skimping the raw material.

After all, your finished letters are *sheets of paper*. And their effectiveness largely depends upon how *good* the sheets of paper are.

Write for sample sheets of Strathmore Parchment and interesting cost data.

STRATHMORE PAPER CO.,  
Mittineague, Mass., U. S. A.

# STRATHMORE PARCHMENT

Commerce and Art are not like pickles and *blanc-mange*. They mix perfectly. Deal and Ideal have a different beginning, but the end is the same. The Art of Typography, as we practise it, is to make the quarter page behave as though it were full. To make that unnumbered tribe, the Headless Headline Hoppers, stop hopping and come to a contented rest. To make the Complete Advertisement stand above its neighbors as clear and commanding, as the sharp spire surmounts the flat roofs. To set Good Goods amid an environment of Good Taste, for who esteems an orchid growing in the gutter, or a pearl nestling upon a bed of cotton?

PHILLIPS & WIENES  
*Typographic Servants*  
160 East 25th Street  
New York

main in the service of the company. The provision for paying the certificate not sooner than one year after retirement was made to prevent any possibility of a "run on the bank," so to speak, which any future conditions might cause.

A provision for benefits to employees outside the regular profit-sharing arrangement is covered by the following:

"In case of the death of any employee-partner who has been in the employ of the proprietors for one year or more leaving a dependent widow and a child or children under the age of sixteen years, there shall be paid to said widow for herself and her child or children, such sum per month as may be deemed reasonable by the proprietors under the circumstances of each particular case, no payments to be made to or for the benefit of any child after he or she arrives at the age of sixteen years. In case of the death of any employee-partner who is a widow, and leaving a dependent child or children, payment under like conditions will be made to the guardian of such child or children. These sums shall be charged to the general expenses of said business."

#### LOSSES ARE BORNE ALSO BY EMPLOYEES

And now comes one of the most interesting features of the contract and one which more than anything else makes the employees partners in fact as well as in name. In case there is a loss during any year instead of a profit, this loss is borne in equal parts by the proprietors and employee-partners, being charged to each employee in proportion to the amount standing to her credit. In case there are not sufficient funds of the employees in the business to meet this loss, then the difference is advanced by the proprietors and becomes a charge against the general fund of the employee-partners to be deducted from their share before further distribution of profits is made.

Another interesting provision is

## WHAT'S THE MATTER WITH KANSAS?

Statistics show that bank deposits in Kansas jumped nearly *thirty* million dollars in the last year. The amount received by the farmers alone for the 1919 crop was enough to pay for the land on which the crop was raised. 1920 promises to be an even bigger year.

## PROSPERITY ABOUNDS

and the listed dailies cover the richest section of the state:

- Arkansas City News
- Concordia Blad-Empire
- Dodge City Globe
- El Dorado Times
- Fort Scott Tribune-Monitor
- Galena Times
- Hawthorne World
- Iola Register
- Junction City Union
- Lawrence Gazette
- Leavenworth News
- Manhattan Nationalist
- Newton Kansas-Republican
- Norton Telegram
- Parsons Sun
- Pittsburg Sun
- Pratt Tribune
- Salina Journal
- Wellington News

A combined circulation of over 51,000.

If you have no distribution in Kansas the publisher will co-operate in securing adequate distribution.

## S. C. THEIS COMPANY

Special Representative

NEW YORK  
366 Fifth Avenue

CHICAGO  
837 Marquette Bldg.

WE NEED  
A LITHOGRAPHIC  
"CONTACT" MAN

He must know something about advertising, something about lithography and something about selling.

He will travel through the West from our Chicago office.

He will spend about half his time on the road and his work will be to follow up and close up propositions started here at headquarters.

If he can also start some new propositions himself, he will be more valuable to us.

To a man with the kind of ability we want, the position offers almost unlimited possibilities.

If the man we seek is in New York, we would like to have him call. If elsewhere, we can start things by letter.



RUSLING WOOD  
218 William St.  
New York

made for the protection of the employees' interests by the following stipulation:

"If at any time the interests of the employee-partners shall exceed the value of the property and business of the proprietors at a fair valuation, a corporation or association under the laws of the Commonwealth of Massachusetts shall be organized upon the initiative of the proprietors or of a majority of all the employee-partners, to which all the real and personal property of the proprietors, used by them in said business, together with the then existing business, the good will thereof, and the right to use the name Winship, Boit & Co., shall be transferred, and all the interests of the employee-partners shall be transferred and surrendered to said corporation. The capital stock of said corporation shall be equal to the value of all property, rights and interests that have been conveyed, transferred and surrendered to said corporation by said proprietors and employee-partners.

"The par value of the stock of said corporation shall be one hundred dollars per share. The proprietors and employee-partners and each of them shall receive and accept in full payment of their several separate interests, shares of the capital stock of said corporation or association at their par value, or any interest not equal to one hundred dollars cash shall be paid by the proprietors and said interests transferred to them."

By these means, if through any future unforeseen conditions or acts of any future management the assets of the business should become so depleted as to endanger the security of the employees' capital investment, they are placed in position to elect their own management or do anything necessary to safeguard their interests.

Title to all the property remains in the proprietors, except as provided in the clause regarding incorporation, and the management of the business remains solely in their hands. Provision is made, however, for a committee of five

# Time Means Money — and Money Counts

When you have an advertisement to place in a number of papers and are rushed for time, use



## O'FLAHERTY'S PEERLESS MATS

They are timesavers, you can have them well within 24 hours—they reproduce exactly—printing sharp and clear.

*Made by O'FLAHERTY*  
225 West 39th St. New York

# 70,983

## SOUTH BEND CENSUS 1920

REPRESENTING A STEADY NORMAL  
GROWTH OF 33%. THE TRIBUNE  
CIRCULATION DURING THIS PERIOD  
GREW 120%.

## The South Bend Tribune.

"NORTHERN INDIANA'S LEADING NEWSPAPER"

MEMBER A. B. C.

STORY, BROOKS & FINLEY, INC.  
NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK

CHICAGO

PHILADELPHIA

# In one hour's walk along Nan- king Road, Shanghai, China, I counted 141 different articles of American manufacture!

These articles came under the heading of wearing apparel, toilet articles, soaps, canned milk and other food products, motor cars, typewriters, office furniture and office supplies, candies, sporting goods, safety razors, paints and varnish and allied products, cosmetics, stationery, hardware, fountain pens and pencils, shoes, collars and shirts and underwear and hats, tobaccos and cigarettes, rubber products.

One large Chinese department store in Shanghai is said to carry in its foreign goods department, fully 90 per cent of American stock. Another department store owned by a British company which has been in operation here for some thirty years is now carrying for the first time many articles of American manufacture. It is now possible to purchase in Shanghai most of the familiar articles of American make and it does your heart good to see the Chinese shopper—man, woman and child,—looking them over and discussing their merits.

I have now lived in China for four years and in that time have been very closely identified with the extension of American trade and prestige throughout the length and breadth of this awakening Republic of the Orient. In this four years I have never seen a single advertisement of any of the foregoing articles—with the exception of a few spasmodic notices issued by Shanghai agents.

Why is it that the American manufacturer, who considers it so necessary to advertise in America, where he meets only home competition, does not consider it necessary to advertise out here in China, where his merchandise must compete with similar products made in England, France, Germany, Japan and other places?

If America is going to hold this great market, her manufacturers have got to advertise out here—and when they are ready to start they will be delighted to find that there is all ready for them a real American weekly magazine that is more widely read by the educated classes of Chinese than any other English-language journal published in this part of the world. If you will write us a letter, we will send you a sample copy with advertising rates and in addition an interesting folder entitled, "Bringing 400,000,000 Chinese customers to America's Doors." Address

J. B. POWELL—*Editor and Publisher*

**MILLARD'S REVIEW**

Shanghai, China.

to be elected by the employees and to act for them in all negotiations, suggestions or requests affecting the body of employee-partners. Also a clause is included giving the proprietors the right to terminate the agreement after two years if in their opinion the profit-sharing plan is not accomplishing the purposes for which it was brought about.

The plan was presented to the employees early this year in a general meeting at which its features were explained. No further action was taken for a month, during which time the employees were allowed to talk it over and think about it. At the end of that time the agreements were presented to them and each employee signed. There was practically unanimous expression of approval. Each individual was given a book which contained the terms of the agreement and several pages arranged like a savings bank pass-book, in which records of dividend certificates issued, capital payments, interest and balance were given. Each employee has a definite record, therefore, of her growing interests in the business.

While the plan has been in effect only a few months, reactions have come to the ears of the management to indicate that it is a success. A guest at a dance in the town overheard one girl calling down a friend for slowing down on her job. On numerous other occasions employees have been seen to check others in misuse of materials. Tardiness and absence, although formerly only a small trouble with this concern, have been lessened. By such small signs as these comes the conclusion that the plan has made the employees solicitous not alone of their own conduct but of the others as well, in the realization that they have a common interest and that the act of one affects all the others.

One more point deserves to be emphasized. While to-day there is much difficulty experienced in getting employees and in increasing production, business conditions may in the future, as in the

#### MAKING LETTERS PAY SYSTEM

*Directed by Edward H. Schulze*

a yearly service, founded 1914 and used by 3500 business concerns to increase the effectiveness of business letters.

**S**ystems and services for developing business with the least waste effort and at the lowest possible cost.

The first part of either system will be sent FREE for ten days' use. No obligation except to agree to return the part if you cannot use it.

#### MAKING IT PAY CORPORATION

222 West 42nd St., New York

#### MAKING PRINTED MATTER PAY SYSTEM

*Directed by Gilbert P. Farrar*

a yearly service—devoted to increasing effectiveness of printed matter. Companion service to MAKING LETTERS PAY SYSTEM.



## For Printing—

Choose your printer as you would choose a partner in your business. His ability and devotion to your interests are important factors in the success of your campaigns.

The Kehlmann organization gives this special kind of service to many prominent advertisers. Enlist it in your own service.

### L. Kehlmann Company

*Designing—Printing—Embossing*  
239 West 28th St., New York City

## Are You The Man We Want?

WE want a man who can successfully sell our product by showing our prospective customers how our product can build business for them. We are a medium sized printing concern in a large city, doing a good business in high grade printing, some creative and some not.

We know we are only skimming the top in creative work and want this man to develop accounts. We are not going to ask a lot of questions for you to answer about your experience. It is your job to anticipate those questions and answer them in your sales letter to us. If you cannot sell us on what you can do for us, you cannot sell our customers on what we can do for them. All replies strictly confidential.

"L. Y." Box 42, Printers' Ink.

past, make it necessary temporarily to lay off a part of the force. There is every incentive for such laid-off employees to return as soon as possible, because a temporary lay-off does not break the continuity of their employment, and at the end of the year they receive their dividend regardless. Furthermore, since the certificates remain unpaid for at least a year after an employee is suspended, in case they have in the meantime secured other employment, the effect is like that of leaving a balance in one's savings account instead of closing it out altogether—it is a magnet to draw them back. The effect must be one of greater permanency of personnel.

While the primary intentions of the employers in this case was to make conditions better for the employees, to help make them self-supporting in their old age, the other aspects of the proposition are not overlooked; and these—"to promote and secure more cordial and profitable relations between the proprietors and their employees, to increase the interest in the welfare and prosperity of the business, to induce a greater care and economy in the use of materials, to awaken a stronger desire to and a greater pride in the manufacture of the very best possible products"—these bid fair to be well realized.

### C. B. Merritt On Republican State Committee

Carroll B. Merritt, business manager of *Scribner's Magazine and Architecture*, who was one of the secretaries of the Republican National Convention at Chicago, has been appointed assistant chairman of the New Jersey Republican Committee.

### Raleigh Agency Adds to Staff

J. S. Brown, who was formerly with the Raleigh, N. C., *News and Observer* for many years as advertising manager, has taken an interest and will be as associate in the Boyd Advertising Agency of Raleigh.

Krebs Beebee, who before entering military service was sales manager of The Bader Manufacturing Company, Chicago, is now director of advertising of the Illinois Newspaper Association.

## Continuity

that visible, tangible, virile something—the hallmark of stability, confidence, unchanging and unchangeable ideals—this is one of the chief corner-stones in the structure of

## The Religious Press

In no other class of periodicals is this continuity exemplified. Before the national weeklies, the magazines, the farm press or any other form of printed media (except daily and weekly newspapers) come the Religious Press; and long after nine out of ten of to-day's periodicals are dead and buried, the Religious Press will go on in its effective, humanitarian, educational, constructive and God-given work—Independent of advertising revenue, yours to command in the interest of any real product that can render a real service to a real constituency.

*For information address the Secretary,*

**The Religious Press Department,**

**A. A. C. of W.,**

**47 East 25th Street, New York City**



## *As one business family to another—*

LET your Holiday Greeting Cards speak for *all* the partners of Industry—the man who invests his muscle in the business, beside the man who invests his money. You can select from the OLSON LINE cards that express the sentiments of your whole organization, to the organization of your customer. Cards that convey the "oneness-of-interest" which every far-seeing business manager is working to promote.

Remember that Greeting Cards will bear abroad your good words at the most propitious time of all—the Christmas season of good-will. It is the opportunity of the year to say something *telling*, something fine and broad-visioned. Make the message include the voice of your employees; speak as one business family to another—feeling your kinship and mutual purpose in keeping business friendly and productive.

The OLSON LINE this year includes 25 different designs, beautifully done beyond comparison with anything that has gone before. Whichever design you favor may be developed to fit your business—to include your trade-mark or symbols which will make it an individualized card. Sample-box containing the 25 designs and greetings will be sent free following request on your business letterhead.

There's an Olson line of Personal Greeting Cards, too—steel-etched, hand-colored cards. If interested in the Personal Cards please specify in your letter, so we may tell you about them.

### EUGENE A. OLSON COMPANY

*Manufacturers of Engraved Business Cards  
Stationery and Greeting Cards*

HARTFORD, CONNECTICUT

# "As-the-Customer-Sees-the-Goods" a Theme for Illustration

The Show Window and the Counter Display Used for Campaign Picture Themes Rather Than Purely Imaginative Subjects

By Perry K. Knowlton

TWO hundred road salesmen and representatives had been in conference for several days. The advertising department had gone to great length to demonstrate what was being done in various sorts of mediums, to say nothing of elaborate window cut-outs in twelve colors, that required a civil engineer to set up. For it has come to the advertiser's notice at last that if you want real constructive help, in building an advertising campaign that will sell goods, you must seek the co-operation and the collaboration of the men who live on the road. They are very near to merchandise and the way it is sold. They are very apt to know when a campaign is "going well," when it is failing. Their analysis is distinctly keen.

On this occasion the complete schedule for the coming season was placed on display.

"Gentlemen, what do you think of it? Go over every piece. We want your frank criticism," said a member of the advertising department.

Then another voice chimed in.

"Yes, and tell us which piece of copy you like the best. In your estimation, what is the most successful, efficient advertisement?"

By noon, a decision had been reached.

It was a most unexpected decision. By common vote and agreement, the majority selected a page that the men responsible for the campaign had looked upon with indifference.

The illustration, which occupied over half of the space, in page size, was a drawing made from a photograph of a window display.

It was the window display and general arrangement of goods to be featured for the coming six months. Three cut-outs were

shown, the various articles, containers, price tags, short-sentence sales cards and other small accessories.

There was no human interest, so-called, whatsoever.

It baffled and somewhat disappointed members of the advertising department. What about that series of three wonderful paintings in oil, by a celebrated artist? What about the series of hand-drawn period borders? These cost four hundred dollars each, in their original form. Any expert could pass upon them as above reproach, in treatment and design.

Yes, they were rather good, the road men agreed, but that window advertisement was a corker! It would please every dealer, they thought. It would tie up with the merchandise. It would even encourage dealers in giving their windows over to the display. It would cause the public to look for the windows and recognize their message when they did see them. It was good, sound, practical advertising.

There is not much "dreaming" on the part of the fellow who lives in a dress-suit case and who mixes freely with retail merchants. He may lack picturesque imagination, but he is a bear for hard work and sales.

The only thing that counts with him is the little repeat orders he can send back to headquarters. And, later of an afternoon, as he lights a fresh cigar and passes one on to the stout, rosy-cheeked dealer, he dips deep into the fountain of quiet knowledge.

There was a time when it was exceedingly difficult to win the interest of the road man when it came to an advertising schedule. He would seldom enthuse, and it was just as seldom that he fol-

## His Job is too Easy

### TYPOGRAPHER AND PRODUCER OF PRINTING

with the ability to produce advertising typography equal to or better than the best done to-day—

who produces printed matter of all kinds with a minimum expenditure of time and money—

a hard worker with a clean record—

**W**HOMO will take charge of the production of printed matter as well as of typography—

who wants the entire responsibility for the work entrusted to him—

and expects to earn more than he gets—

wants a big job with a big future.

Address him "K. M.," Box 43, care PRINTERS' INK.

## The Link That Holds

Your export chain—are all its links of equal strength? The foreign-language link, is it of proper size and "mettle"? Does it withstand the strain of technical descriptions and of colloquial sales appeals? If not, employ the link that holds—the master link that fits your chain and functions as it should.

### MANUFACTURERS' TRANSLATION BUREAU

220 Broadway, New York

ALL LANGUAGES  
Telephone 3488 Cortlandt  
Established 1911

lowed the campaign from the first piece of copy to the last.

But up to then he had never been consulted. The advertising was all finished and printed and in portfolio form when he saw it at the factory or when it was sent to him.

It is the popular modern method to invite the salesmen and the dealer, when he can come, and the branch managers and everybody else interested in a line or a product, and to ask frankly for assistance in planning a campaign. What do they think of past advertising? What are its weak points? How can it be improved? Is the keynote wrong?

We recall one case where two dozen original illustrations, as yet not engraved, were presented to a convention of salesmen, and criticisms requested. Technical errors were discovered in every one of them—errors that were rather serious and that might have gone into the magazines uncorrected.

We conscientiously believe that the mistake is too often made that only imaginative, unconventional illustrations are effective for advertising. By this we mean pictures built around a phrase, or situation arising from the use of the goods.

"Show the goods somewhere in the advertisement but do not allow them to overshadow some big, human, active action picture," seems to be the mistaken notion of certain advertisers.

That the retail merchant is inclined to look with favor upon illustrations which might reflect scenes in their own stores is by no means a recent discovery. It has been true all along. Manufacturers sending out dealer electrocashed in on the simple idea.

That handsome salesman behind the counter is really Bill Smith, of the Empire Store, Haddenville, Ind. It is a far handsomer man than Bill, but Bill doesn't look at it in that way. And there are the counters and the goods and the shelves where Bill works! He folds back the magazine and runs

# We Tell the Story of KELLOGG TIRE PUMPS



Appearing in  
The Literary Digest  
August 28th issue

For years KELLOGG PUMPS have been installed as standard equipment on practically all of the leading makes of motor cars and motor trucks. The merits of Kellogg Pumps were well known to automobile and truck manufacturers. So was the leadership of the Kellogg Manufacturing Company as pump manufacturers well known in this inner circle. But Kellogg wanted the car owner and the truck owner, too, to know the value of having a KELLOGG PUMP on the car or truck. And we were employed to tell them.

We esteem it a privilege to have been chosen to tell the story of KELLOGG PUMPS to the millions of owners of automobiles and commercial vehicles.

THE ADVERTISING AGENCY OF  
**C. HENRY MASON**  
ROCHESTER, N. Y., U. S. A.



## AGAR-BERNSON CORPORATION

25 BEAVER STREET  
NEW YORK

is pleased to announce that

**VICTOR H. POLACHEK**

has been elected Vice-President of the  
Corporation, in charge of its  
Paper Department

We are prepared to sell  
for nearby deliveries and  
on contract for 1921

**NEWSPRINT PAPER**

in rolls or sheets  
sizes as ordered  
prices fair



**IMPORTERS OF ALL GRADES OF BOOK AND  
SPECIALTY PAPERS**

out to the boss with the advertisement.

"Just like our store, isn't it?" says he, with a smile of approval. "Looks as if they might have had a picture taken right here!"

And the Boss nods and sits down and reads the advertisement through.

In one of their trade-paper pages, Manning, Bowman and Company, of Meriden, Conn., achieve the result above; namely, picturing a scene in a store, that might be any electrical shop, and with special emphasis on the display of merchandise. At least a dozen different articles are shown and there is an air of realism about the composition that gives it value beyond any mere fanciful picture of a soubrettish housewife making rarebit at midnight on an electric chafing dish. A polite salesman is demonstrating the goods to a lady customer. All quite informal and unsensational, but advertising that must surely appeal to the consumer, the dealer and the salesman on the road.

Haviland & Company use, from time to time, a show-room as a main illustration, and in standard publications directed to the consumer. The photographer has snapped "one of the five floors measuring 6,875 feet each on which Haviland china is displayed."

It is quite inspiring to study this picture, with its neat racks and shelves and special stands, and the detail is so perfect that every piece of china can be examined, even to intricate pattern and delicate traceries of design.

Why should the consumer find this picture fully as interesting as a human interest scene of, say, a birthday party, with many figures and the practical use of the china?

Because it is equivalent to walking through that particular department of the Haviland institution. It certainly suggests that there is a wide selection, that the establishment is a thoroughly modern one and that a housewife is dealing with a highly dependable firm.

Serving tables, set correctly for special types of service, occupy a foreground position, and, in every respect, the illustration serves its purpose well. It was quite unnecessary to introduce figures of any kind. In fact, they would have detracted.

In the haberdashery business, window dressing is of great importance, and the fight for space is rather keen. There can be no doubt that frequent showing of a line in a window is a splendid sales stimulant. The haberdasher has his own "pets" and his own "specials" and he has every reason to be exacting.

#### RETAILERS LIKE THIS

Therefore, it was shrewd advertising logic for Hall, Hartwell & Co. to reproduce in full color, photographically, the way a window appears when dressed with Hallmark shirts. Against deep purple curtains, the patterns are staged on modern racks and stands, and the photograph was made under the direction of an expert window trimmer.

Haberdashers handling the Hallmark line, will see the advisability of cashing in on this advertisement, and it is fair to assume that it will inspire many of them to dress their own windows exactly as is shown in the color illustration. Here is an advertising campaign, which, while national, still has its local application for every store handling the Hallmark shirts.

Goodyear advertising uses the store-display thought in tint-block display, showing interiors of automobile accessory shops, and these pictures are so ingeniously arranged that the one picture might be any dealer's own store.

The point of contact between seller and buyer is visualized in A-B-C washing machine double spreads in a national campaign. The purchaser is shown, in the store, with the goods on display, and a salesman explaining the line. And does this line of copy please the dealer who handles the washer? Well, there can't be much argument on that score.

## WANTED A FUTURE

—limited only by my own limitations.  
—dependent only on my own ability and work.

**SOME MANUFACTURER**  
will be able to utilize my service to our mutual advantage in his advertising department, either as manager or assistant.

### HERE ARE THE FACTS

Age 29, married, college graduate. Nine years' newspaper experience in all departments—three years as copy writer and advertising solicitor, one year as general manager of evening paper. Practical printer with good knowledge of type, paper, engravings, layout. Good newspaper copy writer, executive, tactful. Am not interested in salary without opportunity; want all I am worth, but no more. Preferred location, New York, New Jersey, Pennsylvania, Ohio, Illinois.

Address E. A. M., Box 47, Printers' Ink

Manufacturer of nationally advertised line has an opening in its

## MERCHANDISING SERVICE DEPARTMENT

for a man of broad, general advertising and selling experience.

He should understand big store sales methods, advertising, and possess the personality, judgment and experience that will enable him to solve the merchandising problems of some of the largest retailers in the U. S., and many not so large.

Will travel most of the time with headquarters in Chicago. University graduate preferred. Address S. B., Box 44, care PRINTERS' INK.

"I'll have your A-B-C sent out in the morning."

"That'll be fine! I'm certainly glad I came in to-day," she admitted, "for I have had such a hard time keeping a laundress, even though I paid her well. I have wanted an electric washer that would really wash clothes clean without injuring them—one that would be absolutely safe."

"We could handle other makes," replied the merchant, "but we consider," etc. This may seem, at first glance, rather bald argument, done into terms that could never be, but the dealer realizes that there is a definite purpose in mind and that involved, literary phrasing would not help matters a jot. And there is *his* store, his very own.

G-E motors have been advertised recently with the type of illustration referred to in this article, dovetailed with national displays provided for in advance. All of the various motors appear in a picture of the window display, backed up by a drop-curtain of the plant.

"What you see in the windows is not all the G-E motor dealer has to offer—look beyond the window and the store," is the caption, and then:

"This store window's real meaning"—with a brief résumé of specific G-E manufacturing reasons—why.

It is never a mistake to select window displays and store scenes as the theme for advertising illustrations, however prosaic they may seem at first glance. Pleasing the dealer and paving the way for your own display of goods is thoroughly efficient.

### Miss Frances Johnston Joins Beers Agency

Miss Frances Johnston, formerly in charge of advertising for *La France* magazine has joined the staff of the Beers Advertising Agency, of New York and Havana, Cuba.

This agency is placing copy for the Perkiomen School and the Shore Acres School in Spanish publications. The St. Louis Chamber of Commerce advertising in all the principal countries of South America, in Mexico and Cuba, is being placed by this agency.

# \$1000.00 PRIZE FOR A PRODUCT TO MANUFACTURE

A leading manufacturer of intricate and accurate stampings, screw machine work and mechanisms made therefrom will pay \$1000.00 to the person submitting plans for a product to be manufactured, if the product is adopted by the manufacturer.

Do not waste your time submitting plans for products which cannot be manufactured as mentioned above.

No product will be accepted for which the demand is less than \$500,000.00 per year.

We now manufacture such articles as electric table-lamps, typewriter parts, talking-machine motors and automobile accessories.

Address C. A., Box 19, care of Printers' Ink.

## Adv'g M'g'r Available

QUALIFIED to assume responsibilities of direction of national campaign. Capable of analyzing market conditions, of carrying on intensive trade research work, of laying out campaigns, of writing strong advertisements and sales letters and of editing a pretentious house-organ.

Experience as:  
**Assist. Advertising Manager**  
**Assist. Sales Promotion Manager**  
**Advertising Manager**  
**Trade Investigator**

Age 30; married; machine-gun officer, France. Present salary \$6,000. Location of new position: wherever there is an opening demanding study and hard work.

Ideal job would combine trade research with advertising.

**Address: Investigator**  
**Box 40, Printers' Ink**

## President of a Large Corporation

Wants to place a man with executive ability in a desirable position as Manager or Superintendent. Applicant has successfully managed the Book Department of a large publishing house and is thoroughly familiar with handling mail order business on a large scale, is capable of handling a large number of employees, male or female, and can produce results. Highest references furnished if desired. Write

**R. S., Box 41, Printers' Ink**

## How to Sell More Soap and Socks in Sumatra

Soap and socks in Sumatra—ten years ago the observant mind of a consular representative of the United States in that island would have devoted less thought to such matters, but now the internationalization of commerce gives soap and socks in Sumatra their place in the sun. The natives, it appears from a recent consular report, are more and more taking to wearing socks. Those simple garments of extremities, one judges, are becoming an indication that the wearer earns at least \$20 a month. American socks are well thought of, as are American soaps, but more socks and soaps from America can be sold in Sumatra if the American dealers in those commodities will give more thought to local taste in decorating the boxes or wrappers in which they go on sale in the bazaars. These buyers in Sumatra like their soaps and socks done up in bright colored containers; in fact, they are inclined to judge the contents by the beauty, from their point of view, of the box. The picture of an American manufacturing plant leaves them cold, nor do they care for a wrapper decorated with landscape in colors. Particularly in the matter of hosiery, they like the box decorated with some brightly colored picture which catches the eye and appeals to the imagination by its "human interest." One judges that it would be good policy for American dealers in soap and socks to discard their present containers, and employ some of the artists who make covers for the popular magazines to design and paint them new ones particularly for the Sumatra market.—*The Christian Science Monitor*.

## Sphinx Club to Have Notable Year

The officers of the New York Sphinx Club are completing plans for a season of activity beginning with the dinner October 12. The opening dinner will be distinctly an "Advertising Night." During the season there will be a "Philadelphia Night," a "Chicago Night" and a "Boston Night." The Poor Richard Club of Philadelphia will be entertained at the dinner of November 9, and the "Chicago Night" is scheduled for January 11.

The Poor Richard Committee having charge of the "Philadelphia Night" comprises: Karl Bloomingdale, chairman; E. J. Cattell, Harry T. Jordan, Lee J. Eastman, Philip Kind, Gilbert E. Gable, George Nowland, Charles C. Green and Irvin F. Paschall.

William H. Rankin is working up the "Chicago Night," and Wilbur Neabit has promised to act as toastmaster.

The twenty-fifth anniversary of the Sphinx Club will fall in 1921, and elaborate plans are being laid for this "Anniversary Dinner." At the suggestion of President R. F. R. Huntsman, the "Ladies' Night Dinner" will be held in April instead of in February as formerly.

## Do You Need More "Kick" in Your Business?

I AM a constructive business executive, and for purely personal reasons I want a new job.

In my last association I increased the business 2000% in six years, and the annual sales were figured in millions.

When I became general manager, the books showed a big loss for three consecutive years.

The organization I built changed the loss into a net profit of nearly half a million a year.

The manufacturing, the selling, the advertising and the financing were all under my direction, and the local banks and business houses will verify my statements.

Now I want to connect with a business that needs a man who has the habit of achievement, either as the head of a department in a big organization or as general manager of a business that has merit and backing but hasn't made money as it should.

I'm not a "miracle man" but my record proves that I can create net profits and I'm willing that their size shall determine the amount of my compensation.

What I make now is less important than an opportunity for a real future—based strictly on results.

Address F. A. M., Box 49  
Care of Printers' Ink



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### Will We Stand the Test?

We often hear it said that during the past five years advertising

has "come into its own." In the sense that the volume of advertising and the number of individual advertisers have vastly increased during that period, the phrase is true enough. But it yet remains to be seen whether the period in question has marked any real advance in the effectiveness of advertising as a business force.

We have been passing through the most intensified "sellers' market" in recent history. The main problem has been to produce enough goods to fill the orders on hand, not to secure orders to absorb the output. The best business brains have been devoted to these production problems—securing raw materials, keeping labor satisfied, meeting rising costs of production and overhead—and selling problems have received scanty attention because at the moment they were less important. Selling forces have relaxed in discipline. Advertising plans and copy have been OK'd perfunctorily because for the time being it was only necessary to keep one's name before the public. In a word, it became a fixed habit of mind to concentrate upon producing the goods, and give to advertising and selling only such attention as was urgently demanded.

Signs are multiplying that a new era is on the way. In many lines of business the period of "take it or leave it" is definitely at an end. The time is approaching when advertising and selling plans will again demand something more than perfunctory attention. Will advertising hold its own? Will it stand the test of a searching inquiry into its standing as an indispensable selling force?

It is largely up to the advertising fraternity whether it does or not. Agency men, copy writers and publication representatives must tighten their belts and prepare for a real demonstration of the faith that is in them. Half-baked conclusions based upon a set of alleged facts won't go. Mere bumptious enthusiasm will

fall short. Insincerity is sure to be punctured. Hack work will fall of its own weight.

Much of the ground gained during the past five years has been won easily—some of it too easily. But it ought to be held, and we believe that it can be held if every advertising man will give with earnestness and sincerity the very best that is in him.

### How Adver- tising Can Reduce Retail Waste

One effect of the high cost of merchandise has been to make manufacturers utilize advertising to bring home to retailers the necessity of working and fighting against waste. This has been found to be second only in importance to the proposition of urging retailers to force every dollar of the investment to work overtime through the principle of turnover. There always has been more or less preaching by service departments in behalf of stopping up leaks. But up to a comparatively short time ago this was regarded mainly as one of the stock subjects upon which to talk. The retailer, his hide toughened by repeated volleys of more or less trite counsel, accepted it all pretty much as a matter of course and as nothing in particular for him to pay attention to.

The thing that has made this campaigning against waste really amount to something is the steadily growing demand on the part of the retailer that he be sold goods at a price that will enable him to compete with the chains. Independent retailers in hunting around for somebody to blame when they find they cannot compete in selling prices with chain stores strike at the first head in sight—the head usually being that of the manufacturer. It is only human nature for them to blame the manufacturer for not selling them goods at lower prices and to overlook their own shortcomings.

This attitude on the part of the retailer has grown to such an extent of late that manufacturers and jobbers have been forced to

deal with it on a more thorough basis than sometimes characterizes dealer service work.

One big jobbing house in particular is planning an elaborate advertising effort designed to prove to the retailer that the chain store gains only a part of its selling advantage through its superior buying—that it eliminates waste, catches up the loose ends and makes every penny of overhead expense do its work. The dealer will be shown definitely and concretely how he can adapt chain store methods in these important respects to an extent that will enable him to go a long way toward meeting his competitors' prices.

All of which will have an excellent moral effect in a general way beside giving some real help. A manufacturer tells *PRINTERS' INK* that in his opinion much of the present difficulty of the producer in facing repeated demands for lower prices is due to his timidity in discussing price with his customers. If the retailer can be made to see that buying is after all one of his easiest tasks and that his profit and ability to meet competition came largely from good storekeeping, the manufacturer will find his selling simplified and attended by much less woe.

This indicates among other things a growing recognition of a great and important truth that advertising has done only part of its work when it sells goods to the retailer. If it does not help him meet chain and other competition in a way that will enable him to resell those goods at a profit then it is falling down on the job.

**Institutional Advertising Boom Expected** The American Farm Bureau Federation in its interesting decision to try to advertise itself into a position where the farmer will do his own marketing and control prices on his products has opened the way for what many advertising men believe will be almost an epidemic of institutional publicity.

Before the thing is settled one way or the other we are likely to witness many opposing elements trying their cases in public print before the American people. The idea involves radical changes. If successful it means that certain elements in the present merchandising scheme must pass out of the picture. These hardly can be expected to surrender without a fight. And every business class making a fight these days likes to feel that it has public sentiment behind it.

Just one little instance of what may be expected along this line is some institutional advertising now being done by the Chicago Board of Trade. J. R. Howard, president of the farmers' organization, said in the August 12 issue of *PRINTERS' INK* that the operations of the Board of Trade represented gambling transactions in which the grain crops were sold many times, forcing the consumer to pay somebody a profit on each turn. The Board of Trade is saying, in paid advertising space, that since the Government had relinquished control of grain, wheat no longer is being handled on a purely speculative basis. It quotes Herbert Hoover as stating that the Chicago Board of Trade is the most economical vehicle for the handling of foodstuffs to be found anywhere.

So there you are. Other elements may be expected to come forward with their story as the contest waxes hotter.

The head of a nationally known advertising agency tells *PRINTERS' INK* that he would much rather sell merchandise than ideas. Undoubtedly. But unless most of the signs of the times are pointing the wrong way he is likely to see within the next year or two campaigns in unprecedented number and extent, the sole purpose of which will be to merchandise ideas. These clashes of opposing interests have to be adjusted somehow. The sooner the better. And since the people are called upon to be the judges, what could be more natural than that the battles should be staged in the advertising columns?

# LIST JACKSONVILLE, FLORIDA, AS A CITY OF 100,000 OR MORE

The Greater Jacksonville has more than 100,000 people and should be so listed by advertisers and advertising agencies

The official figures of the 1920 census gave Jacksonville a population of 91,558, showing gain over 1910 of 58.7 per cent.

The above figures are for Jacksonville proper. The greater city has over 100,000 people, a detailed statement of the census returns for Duval county showing that in the city and the immediately adjacent suburbs there are considerably more than 100,000.

In 1910 Jacksonville was the ninety-fifth city in the United States. The 1920 census figures so far show Jacksonville about eightieth.

## OTHER FLORIDA CITIES MADE GREAT GAINS IN POPULATION FOR THE 1910-20 PERIOD

Florida cities generally made wonderful gains in population during the ten years from 1910-1920. The prosperity of all these places contribute materially to the up-building of Jacksonville, the State's banking, commercial and distributing center.

The census figures on leading Florida towns so far available, with percentages of increase, are given below:

|                 |                 |        |          |       |          |
|-----------------|-----------------|--------|----------|-------|----------|
| Miami           | 1920 population | 29,549 | increase | 440.1 | per cent |
| West Palm Beach | "               | 8,659  | "        | 396.8 | "        |
| St. Petersburg  | "               | 14,237 | "        | 244.9 | "        |
| Clearwater      | "               | 2,427  | "        | 107.  | "        |
| Daytona         | "               | 5,445  | "        | 76.7  | "        |
| Bartow          | "               | 4,203  | "        | 57.9  | "        |
| Sanford         | "               | 5,588  | "        | 56.5  | "        |
| Tampa           | "               | 51,252 | "        | 35.7  | "        |
| Pensacola       | "               | 31,035 | "        | 35.5  | "        |

## JACKSONVILLE AND FLORIDA BANK FIGURES ENORMOUS AND INCREASED BUYING POWER

The purchasing capacity of the people of Jacksonville and Florida is greater per unit of population than the average.

While the State of Florida ranks thirty-third in population, she stood twenty-fourth in number of bank deposits per 1,000 people according to the last report of the comptroller of the currency.

In Jacksonville the enormous buying power of the people is demonstrated by bank deposits aggregating \$52,000,000 at the last report. Nine banks have resources of over \$60,000,000.

## THE FLORIDA TIMES-UNION CIRCULATION GROWING EVEN FASTER THAN JACKSONVILLE

And the results obtained by Florida Times-Union advertisers is another evidence of the prosperity of the people who read this paper.

The circulation of the Florida Times-Union has more than kept pace with the growth of its territory. It showed an increase from 1910 to 1920 of about 67 per cent weekdays and more than 74 per cent on Sunday.

The Florida Times-Union carries a heavy volume of advertising, and the service rendered by the paper fully justifies it. No other medium is so influential with the people of its city and surrounding country.

## FLORIDA TIMES-UNION JACKSONVILLE, FLORIDA

BENJAMIN & KENTNOR COMPANY, New York and Chicago

## Sales Executive

An up-to-date business getter with six years' experience as a sales executive with national houses is looking for a genuine opportunity.

Is able to plan and execute sales promotion campaigns and co-ordinate the work of a sales force with formulated plans.

Has successfully organized and trained a sales force of twenty-five men and produced a new high record for business with that force.

Although still in his twenties his past record has proved his ability to hold down a man-sized position.

If you have a real opportunity he can offer you the same judgment, enthusiasm and loyalty that has made his past connections successful. Box E. P. H., care PRINTERS' INK.

## LETTER PROMOTION MAN WANTED

For the man of letter promotion experience there is an exceptionally worthwhile position with a manufacturer of extremely high repute, occupying a leading position in one of the nation's most fundamental industries.

This firm is characterized by a splendid past, an aggressive present and an ambitious future. The man the firm desires will be placed in charge of a promotion department where he will be expected to capitalize past good will and develop increased prestige among a profession that maintains a high standard of ethics.

The attributes this man will bring with him include the ability to absorb the fundamentals of an intricate business, to put personality and character into routine correspondence, and to harmonize the work of his department with the activities of the Sales Force. If your experience has led up to this kind of work let us know your business history in detail as well as your financial expectations, with samples of your work and a photo of yourself. Address

Promotion, Box 45,  
care of Printers' Ink

## South Georgia Newspaper Association Formed

Newspaper executives of South Georgia dailies, who recently met in Americus, Ga., at the invitation of the *Times-Recorder*, formed themselves into a permanent organization known as the Associated Dailies of South Georgia. Represented in the membership are the daily papers of Albany, Americus, Cordele, Moultrie, Tifton, Valdosta, Brunswick, Columbus, Dublin, Thomasville and Waycross.

Temporary officers were elected as follows: John Davis, business manager, Albany *Herald*, president; Lovelace Eve, business manager *Americus Times-Recorder*, secretary-treasurer.

The principal object of the formation of the association is to advertise South Georgia and its possibilities, and for the mutual exchange of ideas.

## G. Brent Neale Returns to New York

G. Brent Neale, recently with the San Francisco office of the H. K. McCann Company, has returned to New York, but has given no plans for his future work. Mr. Neale was for many years manager of the Robert M. McMullen Co., New York.

## S. A. Moss Joins Murray Howe Agency

S. A. Moss, formerly vice-president of the Welanet Company, Inc., New York, has joined Murray Howe & Co., as visualizer and production manager. Mr. Moss was at one time with the Blackman-Ross and Frank Seaman agencies.

## C. A. Morris with New York "Times"

Charles A. Morris, formerly advertising manager of the Beech-Nut Packing Company, Canajoharie, New York, is now with the New York *Times* Book Review.

## WANTED

### A man to take charge of a lithograph plant

manufacturing a specialty. Must be thoroughly familiar with the offset process, and have vision as to its future possibility. Must understand costs and be able to place an established lithograph plant on a manufacturing basis. Should be familiar with photo lithography and able to extend its scope. Unlimited opportunity open to the right man. Plant located in an inland city of over 250,000. Company has been established for years and has ample capital to extend operations. Address D. Hagen, Agent, 1173 Fifth Ave. Bldg., New York City.

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## A Man You Certainly Should Meet

**A**S the president of a large concern and an advertising executive acquainted and conversant with the qualities of men, I know of an advertising man today who, as head of an agency copy department, would breathe new life into a first-class advertising agency. Only one of those freak twists of business fortune has made this man available.

This man is experienced in every line of advertising. He knows customers and human nature thoroughly. He has for years had experience in agency work of the highest order—both in New York and Chicago. An advertising campaign running today, which has evoked wide and favorable comment, is his handiwork.

He has had retail advertising experience as well as agency experience; in fact, he was advertising manager of one of New York's largest stores for several years. He has investigated trade conditions in nearly every State in the Union, and abroad. On top of this, he is one of the best read men I know of. It is *this* knowledge, so thorough, so complete, so broad, which he puts into copy that lifts his copy out of "the play on words" class.

This man is now at his very best; neither too old nor too young; sure in his judgment; strong in ideas; sound and original. He has the personality of an executive, and the ability to inspire other writers to their very best.

He is willing to consider a position commensurate with his high and proven ability.

*Meet him!* All that I have said in his behalf, and much more than I can add, will quickly be substantiated by an interview with him. A personal interview may be arranged by addressing

**X. Y. Z., Box 46  
Printers' Ink, New York**

# The Little Schoolmaster's Classroom

**A**DVERTISING is called upon to sell some rather strange commodities.

And since war taught us that it will sell with equal success many of the purely intangible things of life, from charity to the spirit of wise investment, brotherly love, sympathy, etc., many experiments are made.

The Retail Credit Association of Minneapolis felt that the time had come to convince people in this community that credit is one of the most valuable assets a man, or woman, may have.

It was so certain that the matter should be openly and frankly discussed that an appropriation was raised of considerable magnitude by seven local groups affiliated with the association—tailors, lumber dealers, coal dealers, milk dealers, laundries.

First off, came a fist-first fact. The individual was reminded that it is quite impossible for him to conceal his credit standing. The individual is rated in that powerful "Yellow Book," open to every business house.

But it was the copy of the first full page that set the Schoolmaster thinking. And here it is:

"Credit reflects character. Do you know that your character is judged by the way you pay your bills? Well, it is. Prompt payment of bills tells the credit manager you are a man or woman of your word—a person 'of good character. Lax payments indicate poor business methods and a disregard for the all-important business of character-building. Promptness in meeting your obligations reflects honesty, good character and determination to maintain a sound standing in your community. Credit men know and judge you by past performances and they have your record at their finger tips. To pay your bills promptly, therefore, means to keep your credit rating clear, your character rating unstained, your

standing in the community unquestioned. Good credit is an asset, a tremendous power, a thing to be highly prized and worked for. Once won, it must be zealously guarded. Each bill is a stepping-stone, so pay it promptly and lay the foundation of your credit structure surely and securely."

\* \* \*

The Schoolmaster has had many advertisers complain that their products are exceedingly difficult to explain in advertising. Copy becomes complex and involved, when a serious attempt is made to clear up certain doubts in the minds of people, or lay the facts before them understandingly.

One of such products, as may well be realized, is what is known as "soluble" coffee.

Soluble is not exactly a soluble word for common, everyday, household use. People who should know what it means—don't. Explanations by the grocer are often highly amusing. And in written explanations, it really becomes technical.

There has recently appeared, in Seattle newspapers, a display advertisement for Barrington Hall soluble coffee, five columns in width and very nearly a page deep, that comes nearer "explaining" lucidly, for the masses, than any advertising of this nature the Schoolmaster has observed for years.

It was headed: "Questions people ask about Soluble Coffee."

And the text was put in the interesting form of question and answer, which made it all the more attractive to the eye. The reader was putting the queries, at it were.

Question: What does "soluble" mean?

Answer: The word soluble describes anything that will dissolve. Soluble Barrington Hall therefore means coffee that completely dissolves when water is added. There are no grounds.

## *Announcement*

MR. STANLEY V. GIBSON  
formerly Western Ad-  
vertising Manager of  
Cosmopolitan Magazine,  
joins the Advertising  
Department of the  
BUTTERICK QUARTERLIES

Mr. Gibson will have  
charge of the Butterick  
Quarterlies with head-  
quarters in Chicago

B U T T E R I C K  
*Publisher*

# BUILDING MATERIALS

*A Magazine for the Dealer*

—formerly *The Peplimist*

Reaches 10,000 Retail Dealers  
in Building Supplies Monthly  
314 New Telegraph Bldg., Detroit, Mich.



## WORLD SALESMAN

*A Monthly Journal of International Trade*

Features of world-wide service to advertisers: Credit reports, market data, translations, names of buyers any line, connections established. Sample copy, 10c.

182 West 4th St., New York

**More than 3,000  
Haberdashers**  
in the Philadelphia territory  
subscribe to the  
**RETAIL LEDGER**  
Twice a Month; Sub. \$1.00 a Year



**Don't Avoid December!**  
Our December issue will be  
in circulation among our sub-  
scribers November 15th, five  
weeks before Christmas. In-  
clude it in your Fall schedule.

Don't overlook our great  
strength in Iowa

CORN BELT FARMER, DES MOINES, IOWA

### THE MAILBAG



APRIL 1922

#### The DIRECT-MAIL "HOW"

is answered in this monthly journal of direct-mail advertising. Articles from those who have had practical experience with letters, booklets, circulars, enclosures, house organs, etc. How to Write Letters, \$1.00. How to Collect Money by Mail; How to Conduct a Real a year Follow-Up; How to Use Mail Salesmen; and many other subjects connected with direct-mail work. To get the latest in direct-mail work—if you want the biggest dollar's worth you ever bought, send your subscription NOW.

MAILBAG PUBLISHING CO.  
1804 E. 49th St., Cleveland, Ohio

**P OSTAGE**  
The 25c monthly magazine that  
tells how to transact business by  
mail—Advertising, Selling, Col-  
lecting, Catalogs, Booklets, Cir-  
culars, Letters, Office Systems, Money  
Saving Ideas. Since 1916 the official  
magazine of The Direct Mail Advertis-  
ing Association. 6 mos. \$1; 1 year \$2.  
POSTAGE 18 East 18th St., New York City

**Question:** Is soluble Barrington Hall pure coffee?

**Answer:** Yes, absolutely pure coffee of highest quality.

**Question:** Does it taste like coffee made in a coffee pot?

**Answer:** Yes, but the flavor is smoother and richer because the coffee is scientifically percolated by a cold-water, vacuum process which eliminates the bitter woody taste of the coffee bean.

**Question:** Will it dissolve in cold water?

**Answer:** Yes, as readily as in hot water. It is ideal for preparing iced coffee.

**Question:** Can I make it in a percolator?

**Answer:** No percolator is necessary. The percolating is done in great, white-tiled kitchens at the factory. The drinkable part of the coffee is reduced to a soluble powder and the grounds thrown away.

This text has been prepared, after a careful analysis of the questions people actually ask about the product. If these same facts were strung out, in the conventional descriptive way, they would be far less readable.

\* \* \*

Colgate advertising has received a new recognition, from a source that is most unexpected. The facts of the case certainly go to show that when advertising attempts the more artistic things, it is not lost on the public.

## BAD DEBTS AND FEDERAL TAXES

Bad debts play an important part in computing your Federal taxes. We have prepared an interesting letter on the subject, which is sent upon request to those interested.

AMERICAN ADJUSTMENT CO.,  
406 World Building, New York City

## THE RICHIEY DATA SERVICE

You can prove you know the facts on sales, advertising and business conditions with these convenient pocket data sheets. Send now! bulletin and literature sent free.

THE RICHIEY DATA SERVICE

RDS 483 Meridian Life Bldg., Indianapolis, Ind., U. S. A.

# WANTED

A LARGE AUTOMOBILE MANUFACTURER located in Detroit has an opening for position of district manager qualified to command a good salary. Applicants must have good personality, good education and broad merchandising experience. Please give full details as to former connections, references, salary expected, etc., in first letter.

**“T. M. L.” Box 48, P. I.**

Sept. 2, 1920

## ALBERT R BOURGES

CONSULTING PHOTO ENGRAVER  
FLATIRON BUILDING NEW YORK CITY

DAY GRAMERCY 526  
NIGHT AUDUBON 5260-5210

*A Personal and Emergency Service  
limited to non-competitive clients*

### RAND-MCNALLY Bankers Directory

(Estab. 1872)

July, 1920. Now ready. A valuable assistance in collecting thru our bonded lawyers, also for credit reports. Lists 180,000 names. Sent postpaid for \$15.

RAND-MCNALLY & COMPANY

G. B. Boyle, Editor  
Dept. A-2 Chicago

### GOOD PRINTING—CHEAP

#### A Few Money-Saving Prices

|      |                                   |         |
|------|-----------------------------------|---------|
| 1000 | 4-page Folders, 3 1/4 x 6 1/4 in. | \$10.00 |
|      | Each additional thousand          | 3.50    |
| 1000 | 4-page Folders, 4 x 9 in...       | 12.50   |
|      | Each additional thousand          | 4.50    |
| 1000 | 4-page Folders, 6 x 9 in...       | 16.00   |
|      | Each additional thousand          | 6.00    |

FREE—our large package of samples  
ERNEST A. FANTUS CO., Printers  
525 So. Dearborn St., Chicago

### Unused Postage Bought

We buy unused postage stamps of any amount or denomination for spot cash. Mail them to us, and receive cash by return mail. We also buy old gold, silver, platinum, diamonds, watches, jewelry, War Bonds and Stamps—anything valuable. Goods returned within 10 days if you're not satisfied with the amount we return you. Bank references. The Ohio Smelting & Refining Co., 282 Lenox Bldg., Cleveland, Ohio.

**Howell Cuts**

for houseorgans  
direct mail and  
ads for proofs  
other advertising  
Charles E. Howell • 305 Fifth Ave. New York

**'LO!**

FOR SUNNY,  
IRRESISTIBLE  
COPY—SEE  
LaForte & Austin  
ADVERTISING & MARKETING  
NEW YORK

This company has recently featured two tales, Florient and Cha Ming. Unusual attention was paid to the designing of the labels for the containers. They are striking out of the ordinary.

And from Richard F. Bach, Associate in Industrial Arts, the Metropolitan Museum, came a letter to Colgate:

"The excellent designs for your various containers have caused so much favorable comment here at the exhibition that I am prompted to ask your co-operation to the extent of sending me examples of the various designs, not for exhibition purposes, but only for use in my own office as object lessons for designers." And this was on the letterhead of the Metropolitan Museum of Art.

With customary promptness, the Colgate Company made the compliment the basis of a full-page advertisement in colors, reproducing the letter in facsimile and superimposing the two containers, plus a charming light blue background design. The copy beneath is in explanation, and reads:

"From the treasures of ancient China and far Japan come the designs of these exquisite packages. Cha Ming, charmingly Oriental (note that the name is made up of most of the letters from the word CHARMING), inspired by a rare vase of the time of the Ming dynasty. Florient, breathing the Far East, suggested

**SPOT CASE**

### THE ORDWAY COPY FITTER MAKES IT FIT IN ONE-TENTH THE TIME

So simple the office boy can use it  
So accurate you cannot go wrong  
So good you cannot do without it

PRICE \$1.00  
You'll say it's worth \$100

H. C. ORDWAY, 928 Argyle St., CHICAGO

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by an ancient Japanese fabric—a  
marvelous example of antique  
weaving."

It is noticeable of all Col-  
gate advertising that many of  
its themes come from an inter-  
ested public, and the company is  
quick to take advantage of this  
helpful collaboration.

### Automobile Account with McGuckin Agency

The Willys Corporation, Elizabeth,  
N. J., has put its account in the hands  
of The Eugene McGuckin Company,  
Philadelphia. Plans are now under way  
for the advertising of its new "Chrys-  
ler Six" motor car.

### Montreal "Gazette" Increases Price

The Montreal *Gazette* has increased  
its subscription price to five cents. The  
publisher states that the new price repre-  
sents an advance to subscribers of  
about one-third the increased cost of  
publication.

Los Angeles — The largest city in the West.

## IN LOS ANGELES

IT IS THE

**EVENING HERALD**

MEMBER A. B. C.

Government Circulation Statement  
April 1, 1920

**134,686**

*Dominates the Metropolis of  
the West*

#### REPRESENTATIVES

New York: Chicago:  
Lester J. Clarke, G. Logan Payne Co.,  
804 Times Bldg. 432 Marquette Bldg.

### DIRECT ADVERTISING

Planning - Copy and Art - Printing  
Mailing - Booklets - Circulars  
Catalogs - House Organs

**GEORGE SETON THOMPSON CO.**  
608 So. Dearborn St., Chicago

## At Liberty After August 31st

By DR. BERTHOLD A. BAER

Just closed the "Campbell Campaign," the most talked  
about Advertising Campaign in New York City.

Am ready to consider the handling of an Advertising  
Proposition commensurate with my ability proven by past  
performances. Am looking for the thing to do that "Can't  
be done."

Trailed by a reputation of over 17 years of uninterrupted  
success as General Executive, Buyer, Trainer of Salesmen,  
Sales Executive and Advertising Director, I can tie up and  
direct the proper Sales—with the Advertising Campaign.  
I also know how to co-operate with an Advertising  
Agency whenever necessary.

Though a Doctor by education, early preference set me  
curing business instead of bodily ills.

For appointment write to my home address, 25 Clarendon  
Avenue (at 116th Street and Riverside Drive).

**"GIBBONS Knows CANADA"**

TORONTO

MONTREAL

WINNIPEG

## Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

### HELP WANTED

Correspondent and stenographer. Must have had mail order experience handling a specialty. State qualifications and salary. Box 742, care of Printers' Ink.

Advertising representatives for the middle west and New England territories wanted by the biggest religious puller in the U. S. Commission basis. Box 744, Printers' Ink.

Copy and layout man with sound agency experience. Give full details in first letter; send samples and state salary. Wilson H. Lee Advertising Service, 6 Church St., New Haven, Conn.

Artist, versatile, for line, lettering and layout work (no color). Good opportunity with old established agency. Give full particulars. Address W. E. M., Box 731, care of Printers' Ink.

ASSISTANT TO ADVERTISING MANAGER of long-established New York trade publication. Excellent opportunity to learn advertising and publishing business. Will consider beginner. Age 20 to 25 years. Knowledge of stenography and typewriting essential. State age, education and salary expected. Box 767, Printers' Ink.

**WANTED: A Sales Correspondent**  
 A large manufacturer of food products desires to employ a sales correspondent who is capable of handling the details of a department and following up, by correspondence, the work of the salesmen after they have called on a prospect. A young man under 35 preferred with experience in handling products sold through grocery stores. Must be keen, progressive, of good personal habits, and ambitious, as well as experienced. Splendid opportunity for the right man to develop. Address answers stating experience and salary to Gardner Advertising Company, St. Louis.

### WANTED SUPERINTENDENT

by big edition magazine and catalogue printers and binders. Must have a record for ability to schedule work, get production and handle help on a large scale. Applications will be held in strict confidence. Box 756, Printers' Ink.

COPY WRITER WITH EXPERIENCE IN AUSTRALASIA WANTED BY AGENCY. Give full particulars and salary required. Box 718, care of Printers' Ink.

**ILLUSTRATOR**—The largest agency in Chicago is seeking the services of a pictorial illustrator. Only men of proven ability considered. The opportunity is excellent and salary is secondary to ability. All replies will be treated strictly confidentially. Box 764, P. L.

A progressive, recently organized Advertising Agency offers wonderful opportunity to some ambitious young man with limited capital and one or more national accounts of medium size, straight commission basis to start with a view to eventually including such party as a member of the firm. Box 736, Printers' Ink.

Young man, ambitious to join progressive advertising company. Must have some experience or the equivalent ability to write simple booklets, folders, catalogues, etc. Unusual opportunity for a real live worker. Will pay him whatever he wants, providing he is reasonable and can show his worth. Write complete information to the President of Phoenix Advertising Co., 111 Prince St., New York.

Wanted—Circulation Manager to act as Assistant Circulation Manager on three large publications, morning, evening and farm paper. Combined circulation of over 200,000. Must have full knowledge of Country circulation, capable of handling men, mail-order promotion and office management. Want executive with original ideas who knows how to use them. Give age, past records, complete list of references of present and past employers. State whether married or single and salary expected. Address Box 725, care of Printers' Ink.

### Sales and Advertising Manager Wanted by Northwestern Manufacturer

We want a young man of ability and experience to organize and handle our Sales and Advertising Department. An interesting proposition and a real opportunity will be offered to the one capable of developing this end of our business. We manufacture a full and complete line of Sectional Hardware and Grocery Store Shelving, Show Cases, Counters, etc., and operate one of the largest factories in the country. If you are interested in an unusual opportunity, write us fully regarding yourself. All communications will be treated confidentially. Box 728, Printers' Ink.

Sept. 2, 1920  
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**COMPOSING-ROOM FOREMAN** wanted by a printing house doing the better class of catalogs, booklets and advertising literature, with a business of half million. The applicant must prove his ability and reliability. Position permanent with excellent salary. Give definite information with application. Box 716, Printers' Ink.

**Advertising and Editorial Assistant**—There is a good opening with a large house in Detroit for a comparatively young man with advertising experience, particularly on house organs. Must write accurately and entertainingly, and must have had layout and typographical training. Write at once, giving full particulars; also state salary expected. Box 758, Printers' Ink.

### Wanted

## BINDERY SUPERINTENDENT

Publication and catalogue bindery wants superintendent experienced in handling large forces of both men and women. Position offers good opportunity to the man who can skilfully engineer the binding of big editions. Address, in confidence. Box 755, Printers' Ink.

### Who Is He?

One of the oldest and strongest of the eastern life insurance companies is looking for a young man to take charge of the publicity end of its business.

The man required will be able to plan and supervise direct-by-mail sales promotion, edit a weekly Bulletin for Agents and assist in planning and placing in operation other sales promotion ideas.

A college education and some experience along lines similar to those mentioned above required. State age, experience, present salary and minimum salary required.

Address Box 732, Printers' Ink.

## A REAL OPPORTUNITY

We want a big man on our soliciting staff; one who can handle the largest national accounts as an executive. An exceptional service to back up his solicitation and accounts. This is a real opportunity for a live, progressive advertising salesman. Apply in person or with details to GEO. S. DYER, Brown Advertising Agency, 119 West 46th Street, N. Y. C.

**SALESMAN OPPORTUNITY**—Pacific Coast Advertising Agency has an opening for an experienced man who understands Printed Advertising, can sell the necessary Art Work and Etchings, and do real constructive selling. State experience, qualifications, also salary and commission expected. Address Box 726, P. I.

## Rare Chance for Young Man Who Can Sell Gilt-Edged Space

Attractive, permanent, salaried position awaits right man as assistant to eastern advertising representative of leading national magazine. He must rate high in personality, address, education, logical initiative and merchandising sense. Advertising and selling experience and acquaintance in field important assets. Sell yourself in letter, stating salary expectation. Box 727, Printers' Ink.

### SALES MANAGER

An old-established educational institution has recently established an extension department with strong correspondence courses in technical subjects, based on a new and attractive training plan. It is now enrolling students in the Middle West and later will cover the entire country. A strong sales manager who can recruit, train and manage staff of salesmen to sell on straight commission basis (which should mean \$100.00 to \$250.00 weekly to the salesman) can find an unusual opportunity. The position will prove especially attractive to a man with correspondence school or industrial sales experience, who is willing to prove his ability and then cash in to a full extent as his sales organization is built. For interview give full particulars in first letter addressed in confidence to E. P. Hermann, Room 120, 373 Broadway, Milwaukee.

## WANTED SALESMAN

who knows Eastern advertisers and agencies and who understands their requirements of advertising electrotypes, stereotypes, matrices and service. He must be a man of character and progressive. Fine possibilities for large earnings to right man.

Address Q., Box 760,  
Printers' Ink.

## MISCELLANEOUS

Industrial, and Technical copy layout and photographic service. Can handle large or small accounts. Catalogues and booklets. Free Lance, Box 719, care of Printers' Ink.

## PUBLISHERS' OPPORTUNITY

Printing plant, 45 minutes from City Hall; every facility for issuing publication; has opening for 2 or 3 monthlies. Address W. Box 737, P. I.

Sales Letters With a Well Balanced Blend of ginger and judgment, 25 years at it and still going straight and strong. If your proposition is fair and square, I'm here to do my level best for you. Jed Scarboro, 557a Halsey St., Brooklyn, N. Y.

## Printing Plants and Businesses

Bought and Sold  
Printers' Outfitters  
CONNOR, FENDLER & CO.  
New York City

**PUBLISHERS—ATTENTION!** We furnish MSS. on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub. Dept., Box 170, Hannibal, Missouri.

\$5000 (terms) buys controlling interest in old-established (19 years) printing business, money-maker, paying more than \$3000 per year. Owner retiring, 65 years old. Lives southern city, 78,000 pop., 114% gain last 10 years. Unusual chance for ambitious young man. WASHINGTON DANENHOWER, President Knox Ptg. & Pub. Co., Knoxville, Tenn.



## POSITIONS WANTED

Wanted—Position by reporter, or publicity work with reliable concern. Familiar with advertising. References furnished. Address C. R. Sayre, 990 Langley Road, Hampton, Va.

## ARTIST

Figure man, several years' newspaper and agency experience seeks part-time position, Agency or Art Service. Box 750, Printers' Ink.

## Publisher or Advertiser

Do you need an able assistant in your advertising department? Prefer New York City or vicinity. Age 23. One year newspaper solicitor, four years general agency experience. Excellent references from former employers. Address Box 729, care of Printers' Ink.

Editors—I am seeking a position with one of you where ability and industry co-operates to our mutual advantage. Box 754, care of Printers' Ink.

Young man with practical advertising and printing experience, desires outdoor position; excellent references; served with A. E. F. in France. Box 748, Printers' Ink.

Advertising manager with engineering experience wishes to join firm in Manhattan who desire their direct advertising placed on sound foundations and scientifically carried through. Box 749, P. I.

Young woman, magazine publicity writer, advertising and editing experience, desires position with magazine or in publicity department of mercantile or publishing house. Box 739, P. I.

## NOTICE!

Buyer of Engraving, Printing, Electrotypes wished to change. Good executive ability. Practical printing experience. Make layouts. Box 730, Printers' Ink.

**A** DVERTISING MANAGER, plus business executive, seeks opportunity with big future with manufacturer or publisher. Any location. Age 30; married. S. F. E., Box 720, P. I.

**Assistant to Advertising Manager or Place in Agency** wanted by woman with secretarial and business management experience. Now assistant editor of advertising publication. Open for position October 1. Box 724, Printers' Ink.

## Advertising Man

High-grade copy writer, layout man and sales promoter, now with prominent New York City department store, open to offers of high responsibility, local or out-of-town. Minimum salary \$3000. Box 752, Printers' Ink.

## TRADE JOURNALS

To transfer five years' experience as reporter, city editor, and telegraph editor on newspapers, chiefly country dailies, to the trade journal field as ground floor beginning where there is opportunity to progress. Ambitious, energetic, wide awake, seeking but an opportunity to prove worth. Box 740, P. I.

## RESULTS

Fresh from six years' successful work national advertiser. Thorough experience advertising, sales promotion, marketing plans. Former reporter New York daily. 27, well educated, keen on analysis and practical for results. I have outgrown my present position. Equipped to handle executive position, advertising department or assume charge smaller concern. I am ready to become a permanent member of your organization. Box 722, P. I.

## A Diamond in the Rough

Young man, 23, seeks a start in advertising work. High and business school graduate; Alexander Hamilton Institute training; newspaper office experience; capable statistician and correspondent; All organizer and systematizer of detail; knows advertising principles; best references. Immediate salary of less importance than outlet for ability and opportunity for later advancement. Box 741, P. I.

Sept. 2, 1920

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Ambitious young advertising man with education and experience wants job in middle-west as assistant advertising manager; house-organ editor or copy writer. Best references. H., 65 E. Spruce St., Canton, Illinois.

Young woman, fluent writer, college graduate, editor of college paper, knows printing and office detail, good typist, wants position in New York with advertising agency or advertising department of well-established concern. Box 761, P. I.

**ADVERTISING—EDITORIAL**  
versatile writer, house organ editor, associate editor, trade journal, advertising, sales promotion, circulation experience; expert letter writer, ideas, originality, American, 26, Box 723, Printers' Ink.

Advertising and Sales Promotion Manager desires location in New York City; present contract expires September 1st. Experienced in handling Distributor, Dealer and Direct to Consumer campaigns. Will consider a Director of Printing contract. Address Box 717, P. I.

**ADVERTISING EXECUTIVE**  
with both commercial and advertising experience desires to connect with an agency for service work or with a commercial house as advertising manager. Twelve years' experience, college graduate, thirty-five, married. Box 721, P. I.

**AGENCY SERVICE MAN** over three years' experience; writes convincing copy; thorough knowledge engraving, printing, etc.; resourceful; plenty imagination balanced by good sense; now employed; moderate salary for job with future; age 25. Box 747, Printers' Ink.

**IN CHICAGO**—Young man, 27, expert stenographer, correspondent, secretary, 3 years' university education wants opportunity for experience and growth in advertising—agency preferred. Address F. H., Printers' Ink., 833 Peoples Gas Bldg., Chicago.

**TO PROPRIETARY MEDICINE  
MANUFACTURERS**  
A thoroughly experienced and successful executive who stands very high with the wholesale and retail drug trade in all parts of the country, and is familiar with all angles of marketing, distributing and selling proprietary remedies, desires to make connection with a first-class concern. Proof of ability and record of results achieved for others submitted. Interview requested. Address X. Y. Z., Box 734, P. I.

**Not 50% in 45 Days, but 100% in—** earnestness from the first day in a job offering a good chance for development in advertising and merchandising.

A reliable young man with Advertising Manager qualifications.

Now manager Sales Promotion department well-known company. Eight years' advertising experience, including buying and selling.

Age 32, married.  
A worth-while investment. Will you investigate?

Box 746, Printers' Ink.

**ART AND PRODUCTION MANAGER  
WITH WIDE EXPERIENCE.** SERVICES MAY BE HAD SEPTEMBER. WOULD LIKE TO CONNECT WITH FAIR SIZE AGENCY. BOX 738, CARE OF PRINTERS' INK.

#### EXPORT ADVERTISING

Young woman, Spanish, English University graduate, experienced in Export Advertising, wants a position as assistant to an executive. Any city. Salaries secondary to opportunity. Particulars and references upon request. Box 753, P. I.

**Research Man and Statistician**; experienced in market investigations and dealer surveys, both personally and directing assistants. Capable of taking entire charge of statistical department for manufacturer or advertising research for agency or publishing house; research work for eight years; ability, energy, judgment. Box 765, Printers' Ink.

#### Industrial Research Engineer, B.Sc. at LIBERTY OCTOBER 1

Age 34, married. Will consider permanent connection with large and progressive industry and devote entire time and efforts to organization management, factory and production problems. Highest references as to ability and experience. Box 757, Printers' Ink.

#### To a CHICAGO Agency or Manufacturer —

Have you an opening for an energetic young advertising executive with New York agency experience; analytical mind; capacity for details; copy and layout ability; university training; ideas?

**Address Box 751, Printers' Ink**

**Assistant Sales Manager.** At present in such position with large corporation. Previously had several years' steady growth with largest maker of electrical equipment. A practical salesman, age 40, native American, healthy, married and in good standing. Willing, conscientious worker accustomed to detail and responsibility. For family reasons desires a change. Salary \$3500 and opportunity. Box 738, Printers' Ink.

**AGENCY-TRAINED MAN**, 28, with a background of selling experience, wants job as right hand to an executive. You can depend on him. He gets things done. He can write terse, down-on-earth, human stuff with merchandising in it. He makes a strong, sensible layout a printer can follow. Can take hold and direct correspondence. Can get out a house-organ that will be read—full of news and humor and sound selling talk. A college graduate. People like him—and he wears well. It will be a responsible job with a future to it that will take him away from the small agency in a large Eastern city where for the past fifteen months he has been copy and contact man. Have you that job? Address Box 735, Printers' Ink.

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# Outdoor Advertising

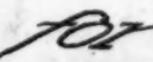
is not a "flash in the  
pan" proposition.

Its permanency en-  
ables your buyers  
to get acquainted  
with your message.

Thos. Cusack Co.

CHICAGO

NEW YORK

Opportunity  Eight  
  
**COLOR**  
 ADVERTISERS

**Four at**

**\$35,100 each**

for 13 double-page spreads  
 in 4 colors in the tabloid  
 fiction section of The  
 Chicago Tribune.

**Four at**

**\$15,600 each**

for 13 inside back covers  
 in 2 colors in the tabloid  
 fiction section of The  
 Chicago Tribune.

This assures each advertiser one-half or one-fourth of the advertising space in a preferred section of this great Sunday newspaper.

It assures the distribution of his message in highly attractive form to more than 700,000 homes every fourth Sunday for a year.

It is a superlative medium for concentrated advertising to the most desirable market in the world—for the five states of The Chicago Territory have one-fifth of the wealth of this nation and double the population of all Canada.

**The Chicago Tribune**

 THE WORLD'S GREATEST NEWSPAPER

Tribune Bldg., Chicago—512 Fifth Ave., New York—406 Haas Bldg., Los Angeles